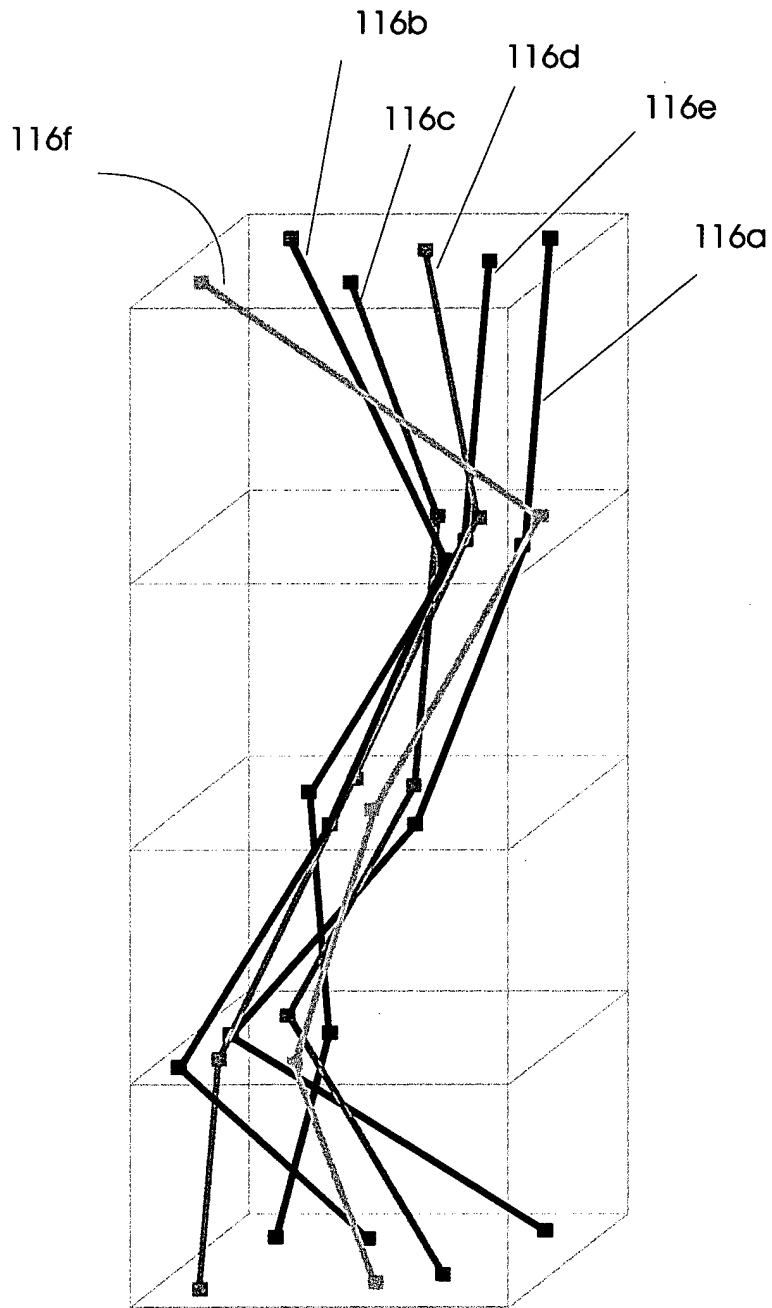


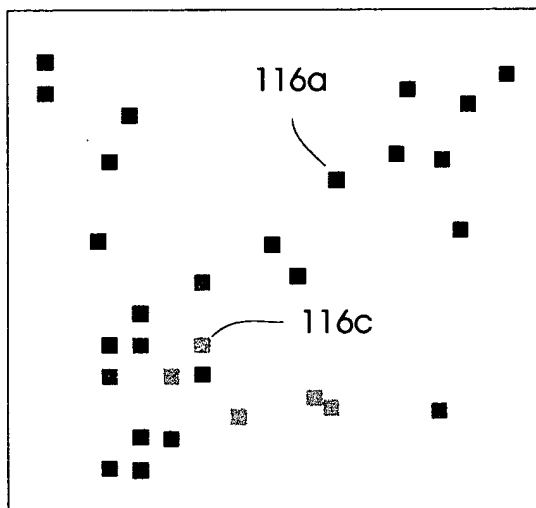
A

Figure 1



B

Figure 1



C

Figure 1

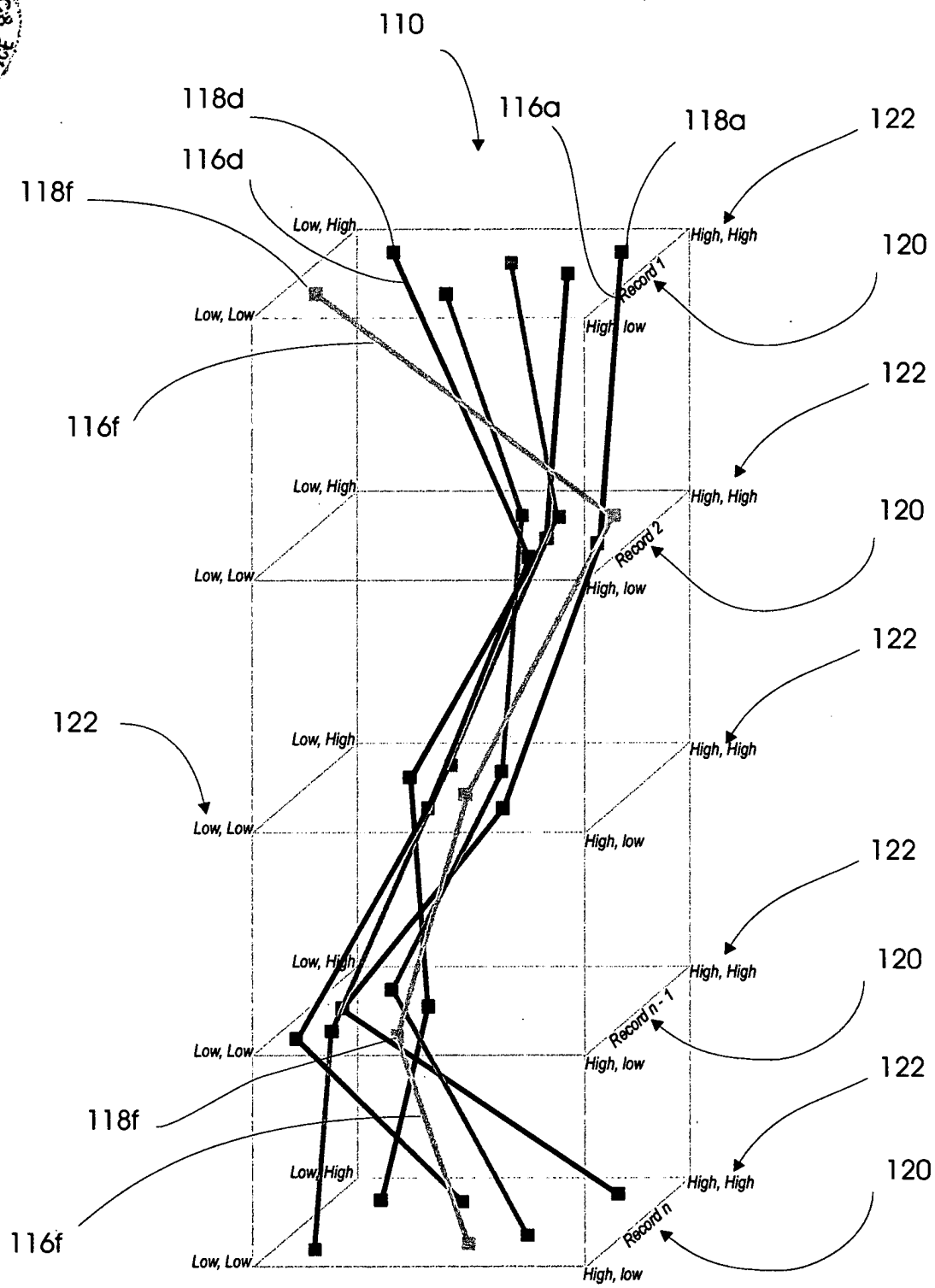
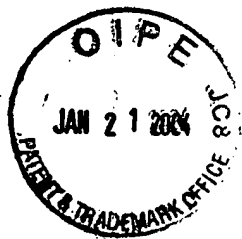


Figure 1



210

220

214

216

218

222

1997

Q1

Q2

Q3

Q4

CA

OR

WA

1

2

3

4

5

6

7

8

9

10

11

12

5,377.00

6,021.00

5,492.00

6,382.00

5,607.00

6,063.00

5,403.00

6,984.00

5,983.00

6,213.00

7,268.00

7,955.00

6,909.00

4,617.00

7,761.00

3,901.00

6,107.00

5,071.00

7,720.00

4,217.00

5,003.00

4,206.00

5,705.00

6,442.00

9,342.00

10,319.00

10,453.00

9,896.00

9,367.00

10,216.00

10,640.00

10,496.00

9,402.00

9,539.00

12,297.00

12,399.00

Table

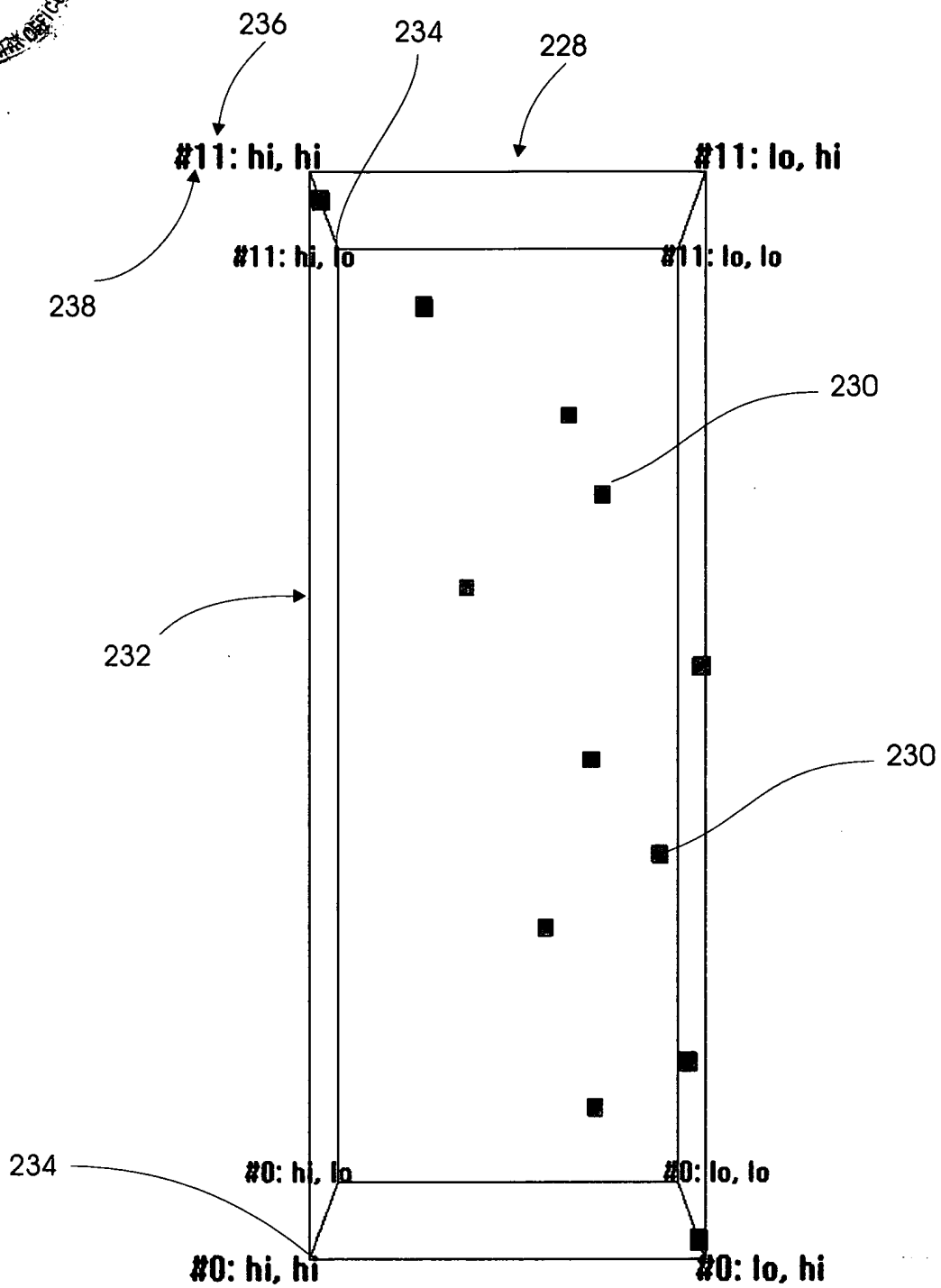
224

226

212

1997		USA		
		CA	OR	WA
Q1	1	5,377.00	6,909.00	9,342.00
	2	6,021.00	4,617.00	10,319.00
	3	5,492.00	7,761.00	10,453.00
Q2	4	6,382.00	3,901.00	9,896.00
	5	5,607.00	6,107.00	9,367.00
	6	6,063.00	5,071.00	10,216.00
Q3	7	5,403.00	7,720.00	10,640.00
	8	6,984.00	4,217.00	10,496.00
	9	5,983.00	5,003.00	9,402.00
Q4	10	6,213.00	4,206.00	9,539.00
	11	7,268.00	5,705.00	12,297.00
	12	7,955.00	6,442.00	12,399.00

Figure 2A



B

Figure 2

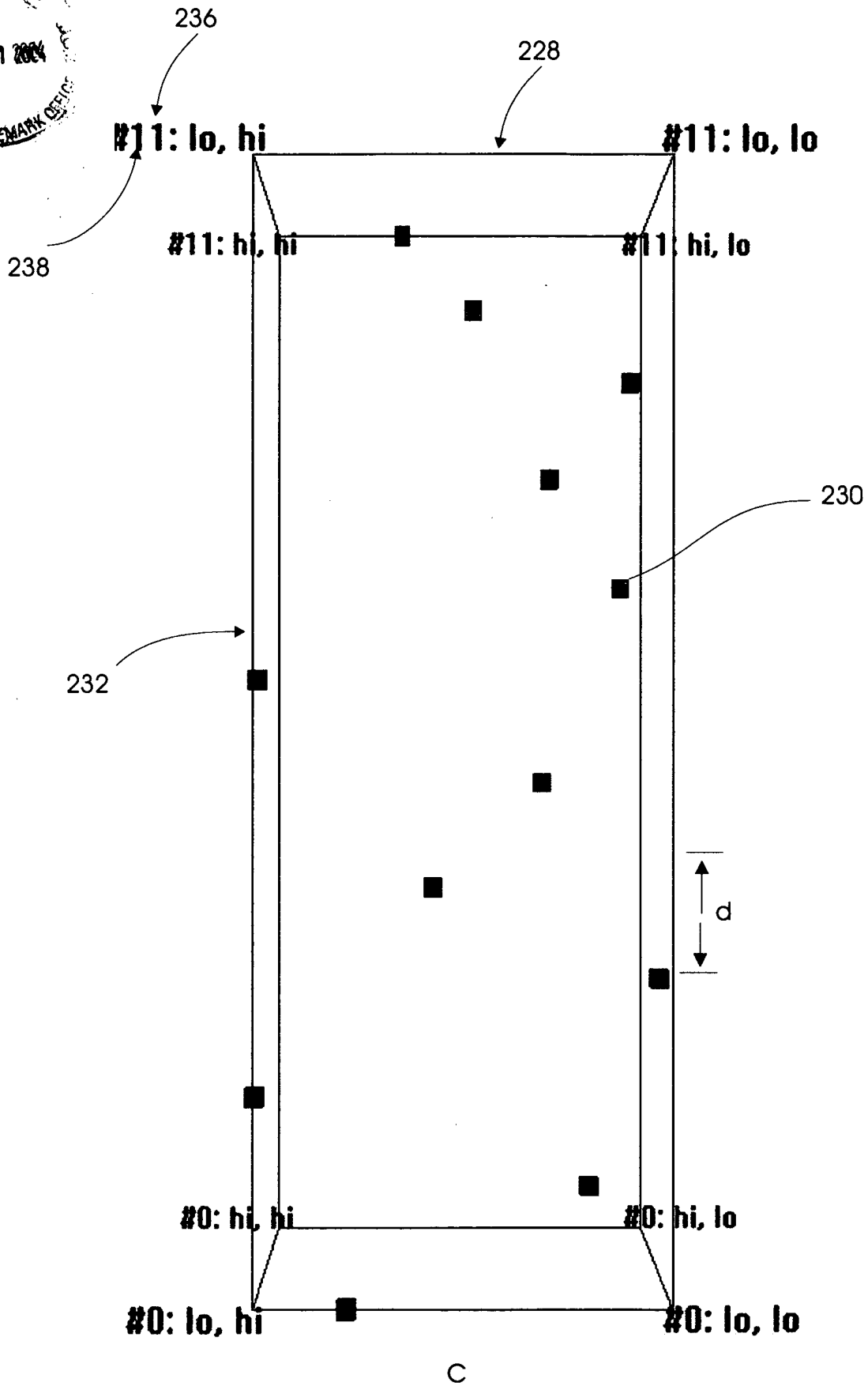


Figure 2

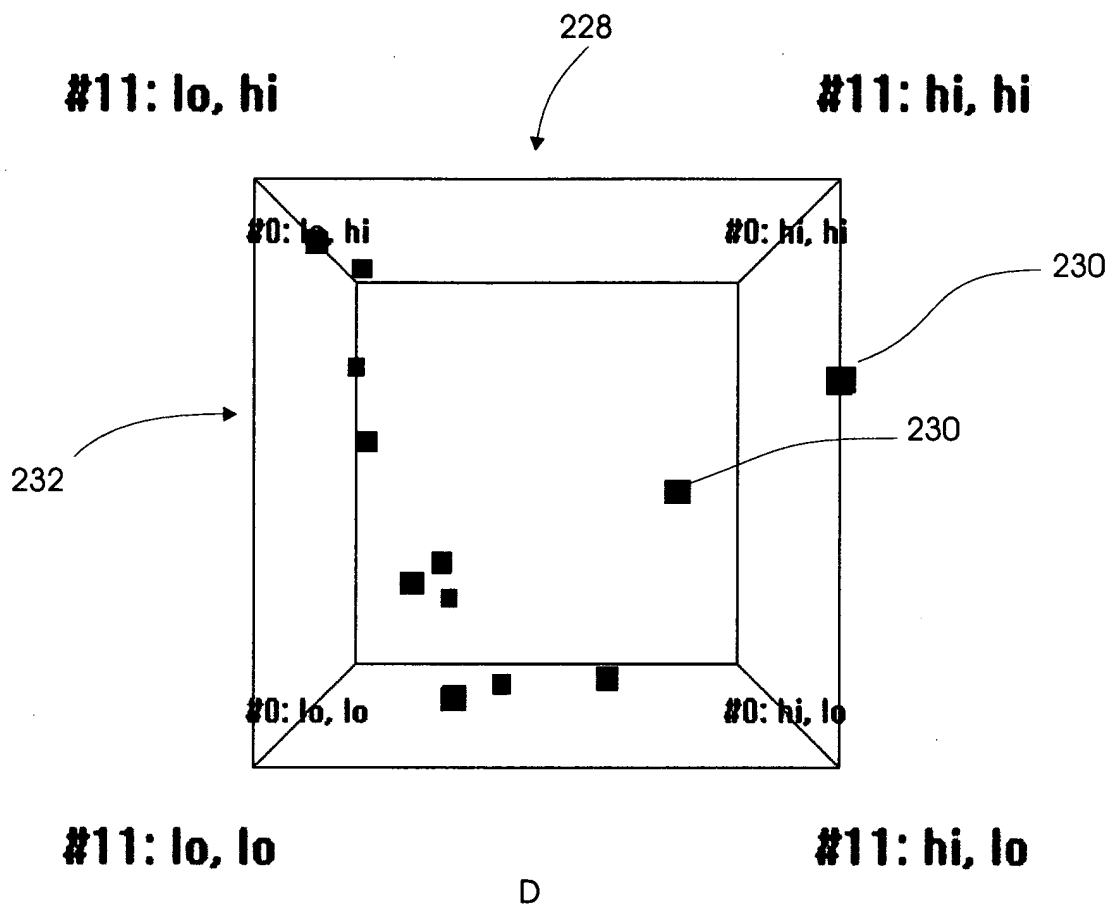


Figure 2

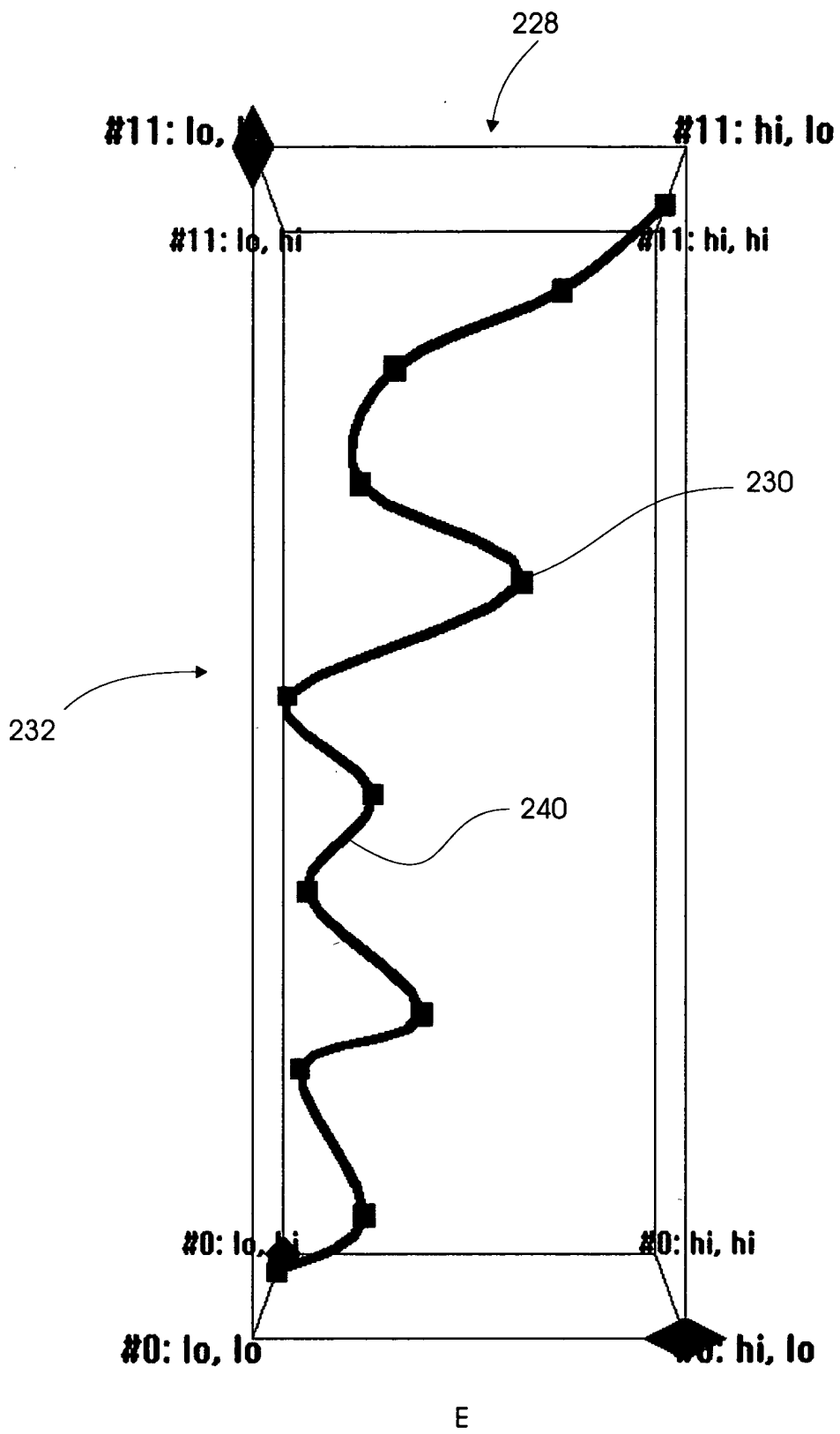


Figure 2

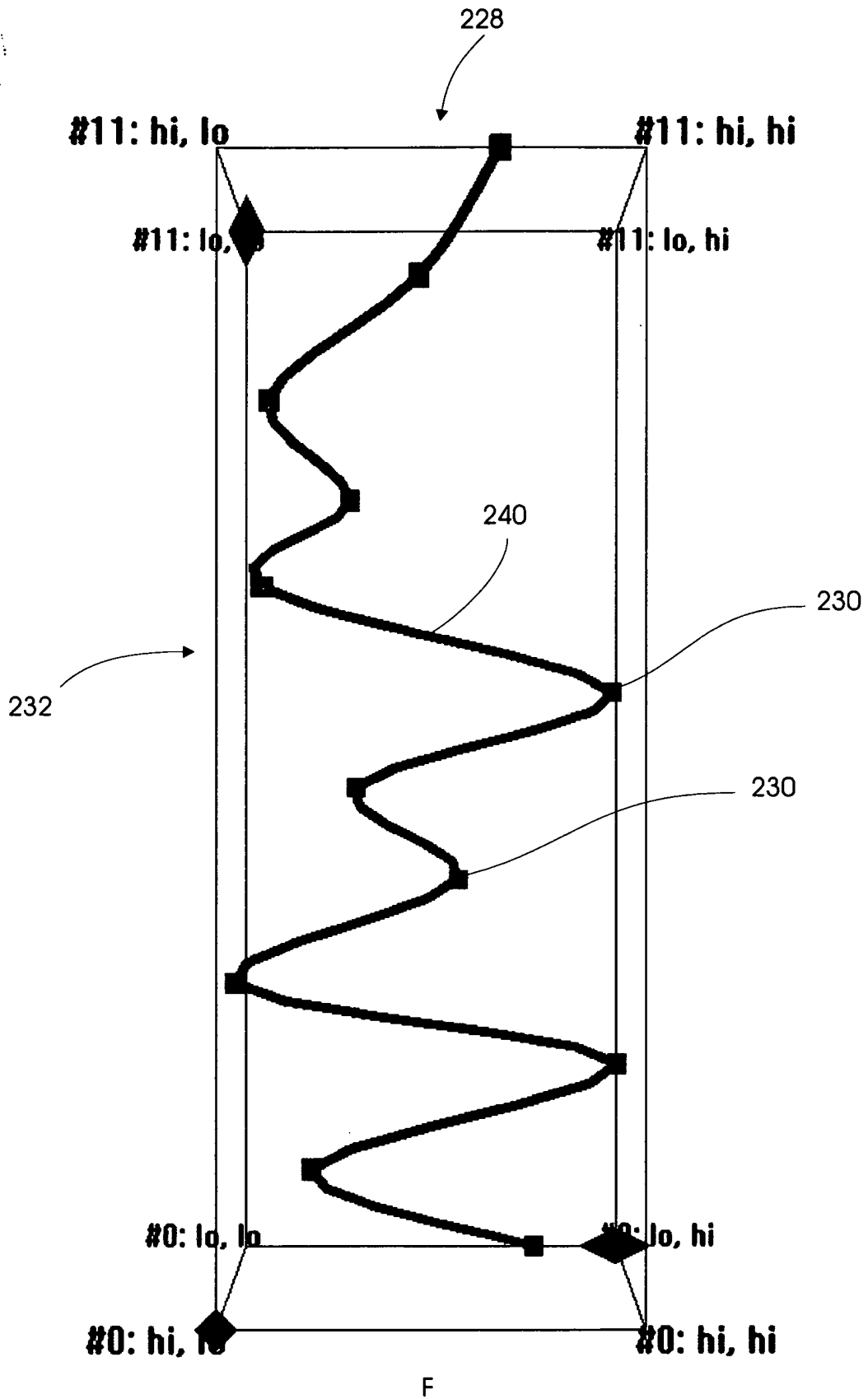


Figure 2

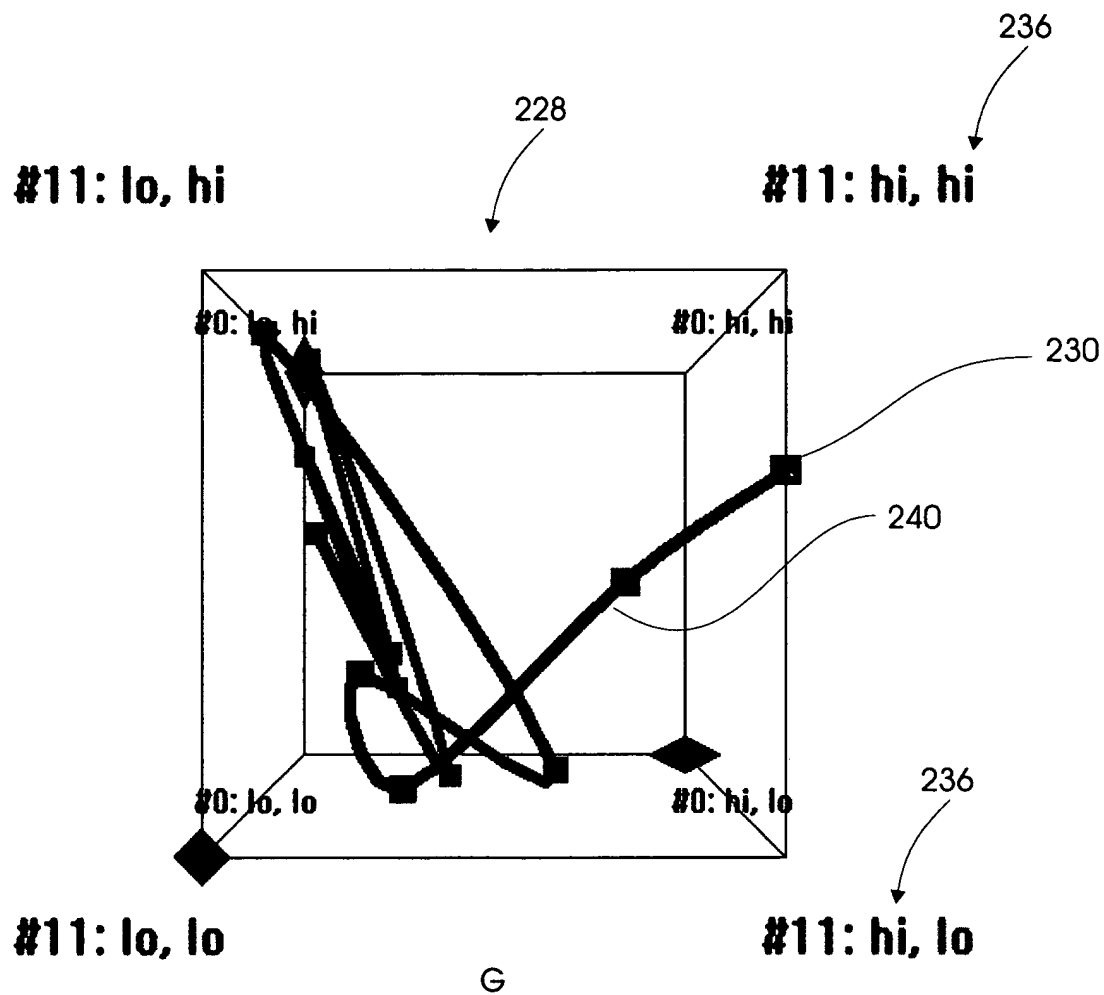
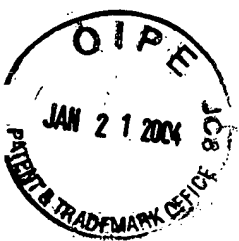
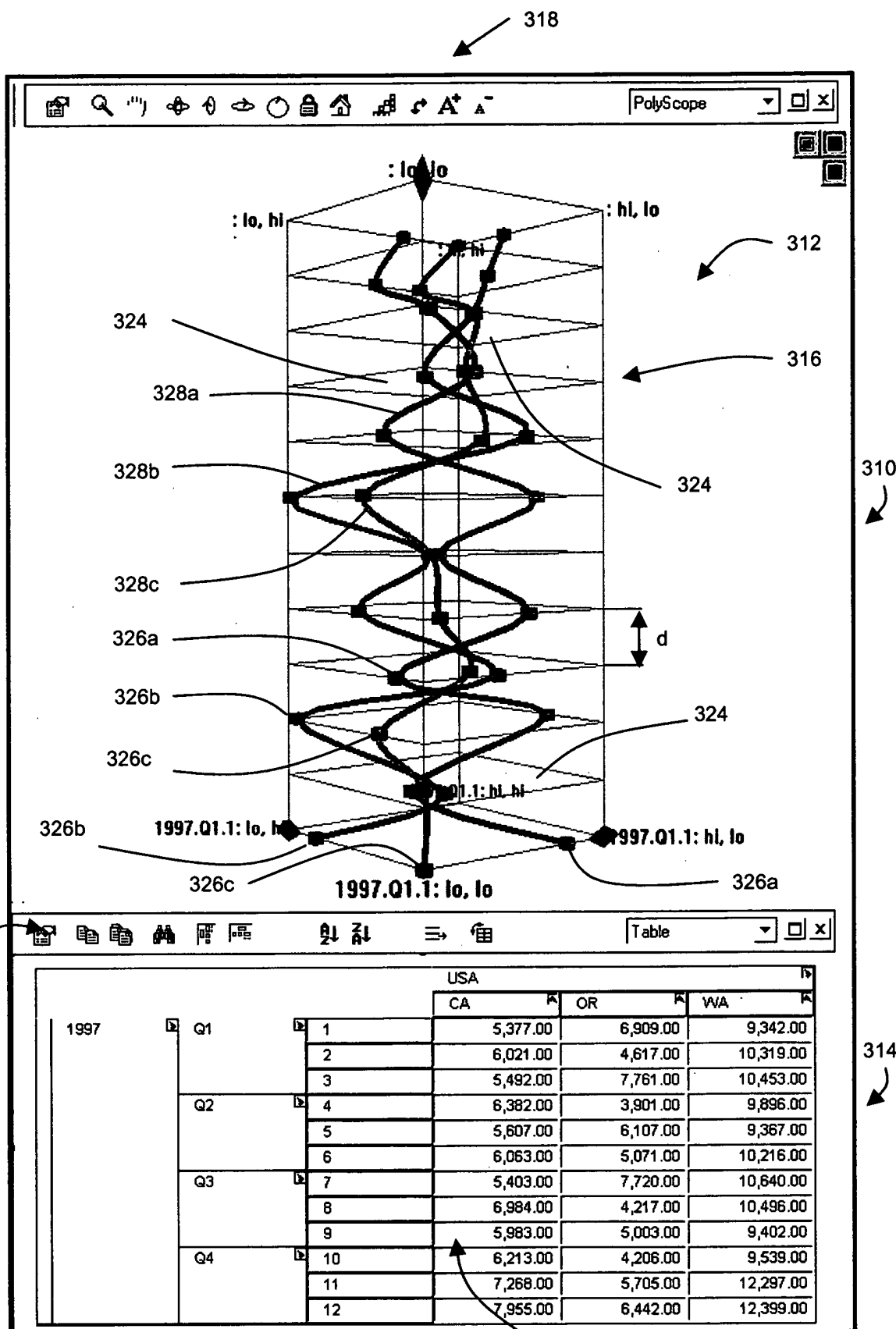


Figure 2



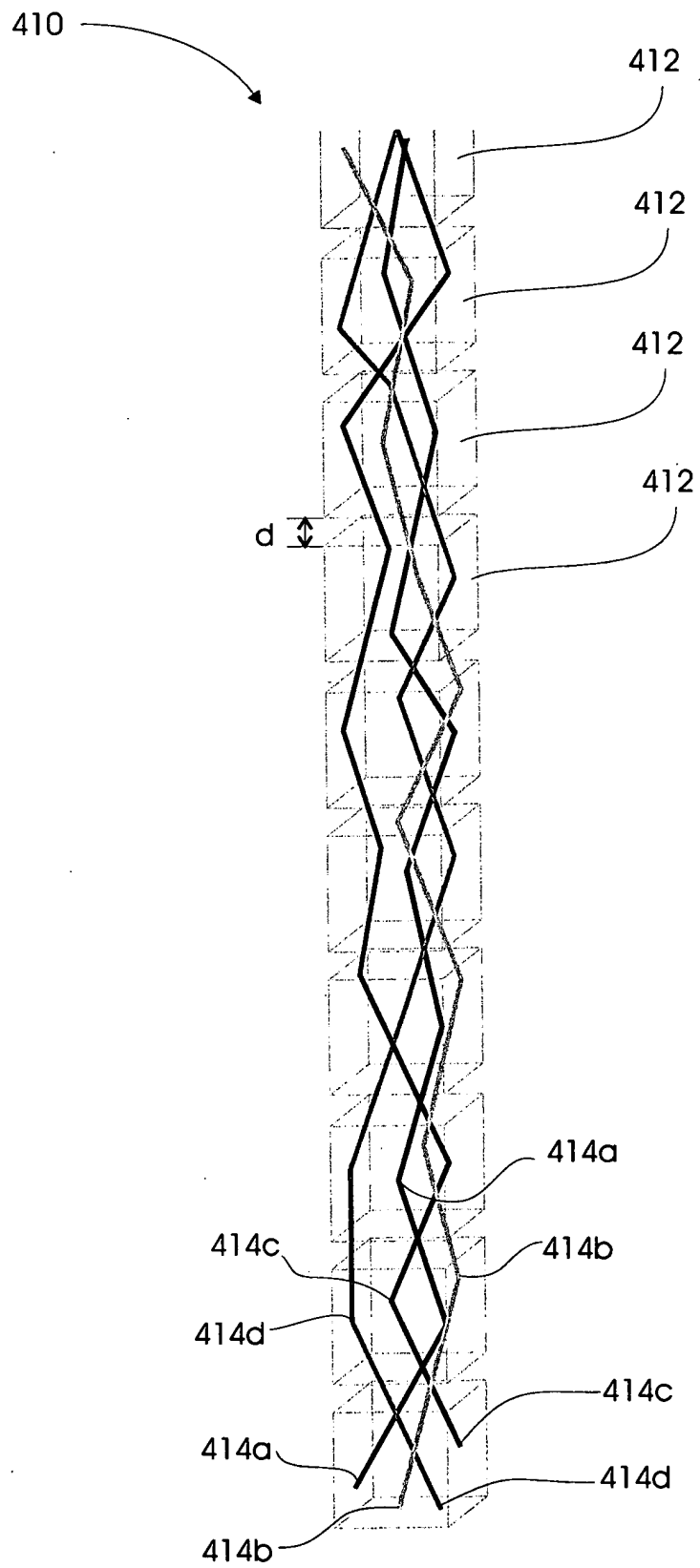


Figure 4

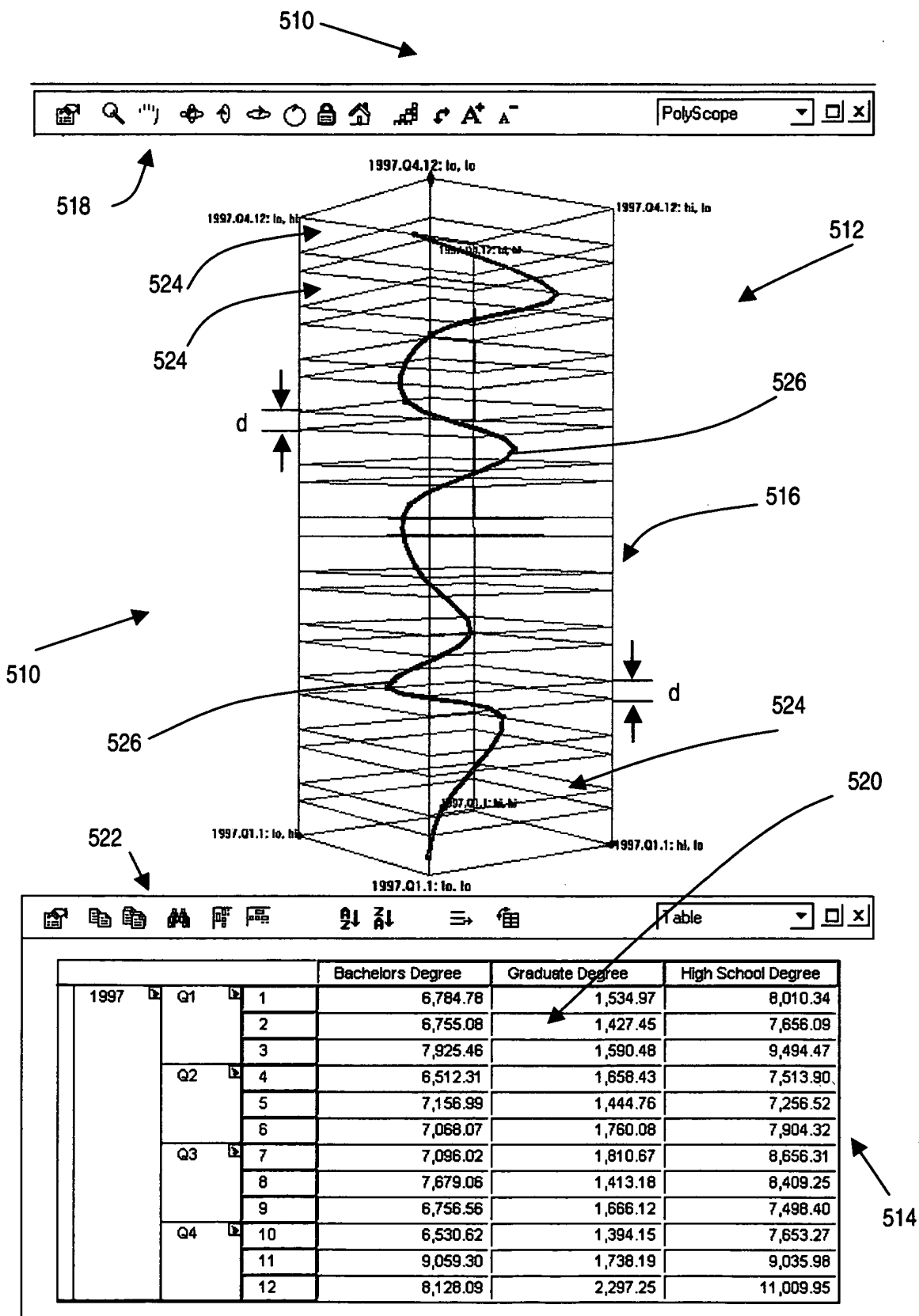


Figure 5

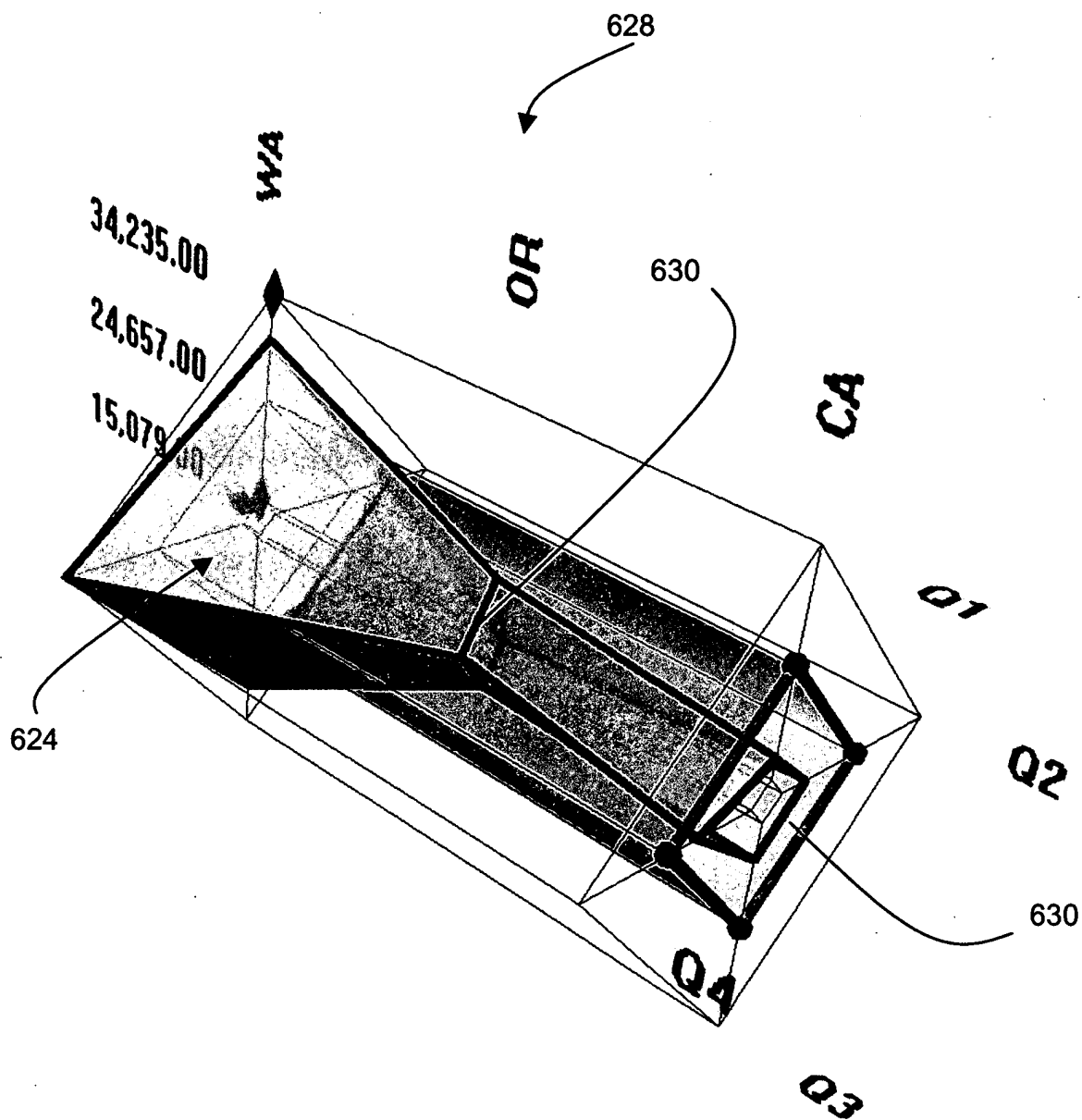


Figure 6

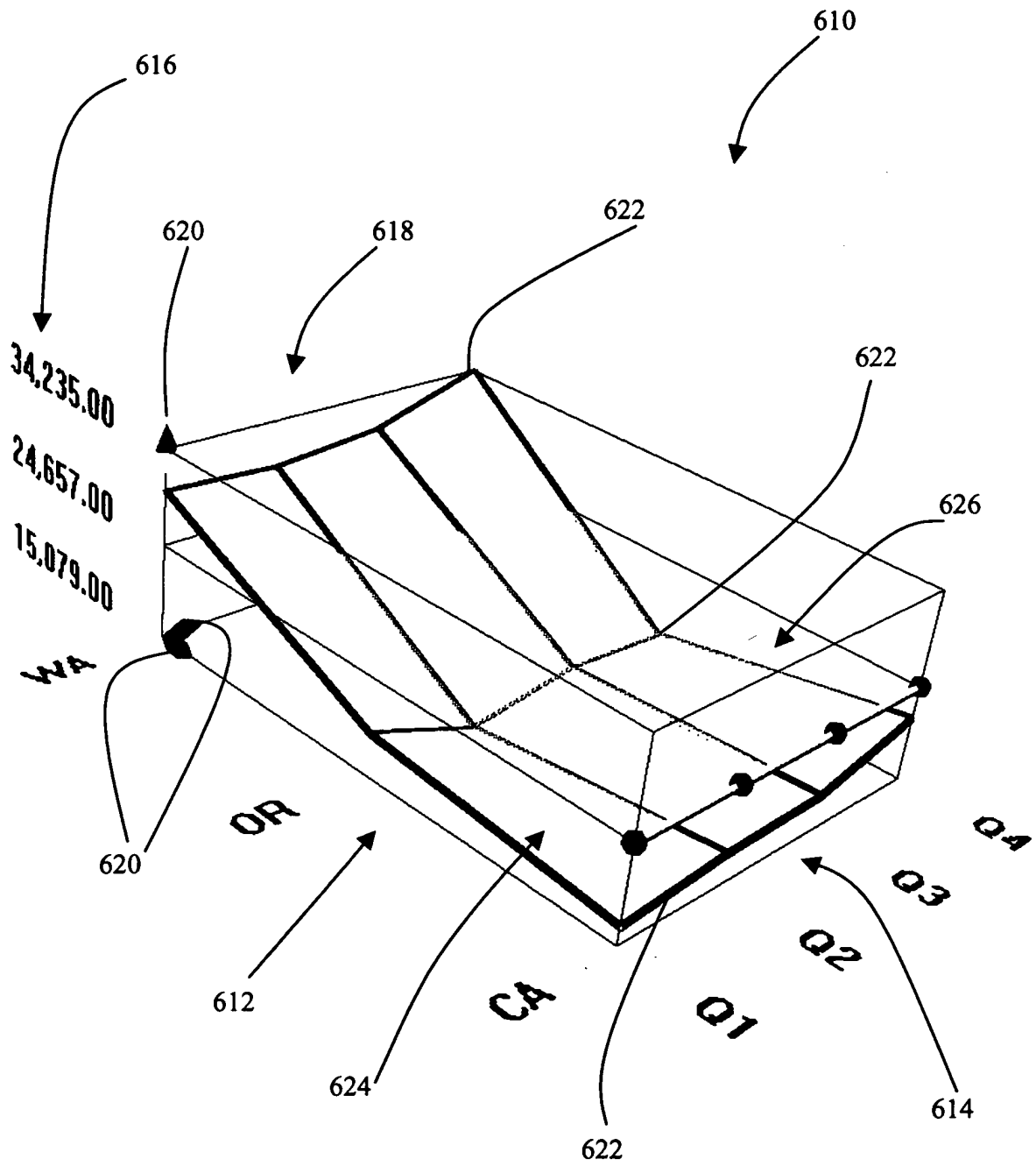


FIGURE 6A

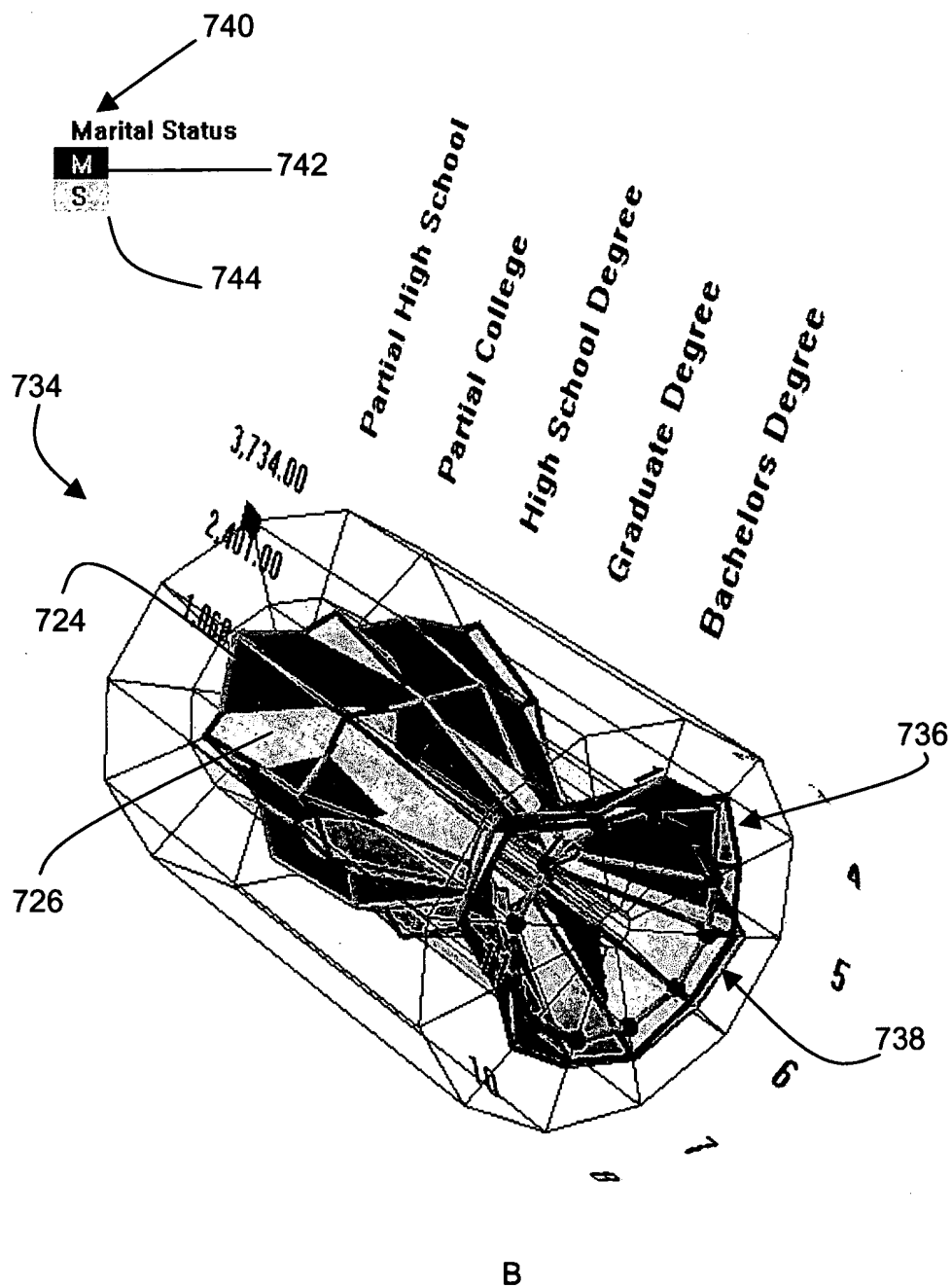
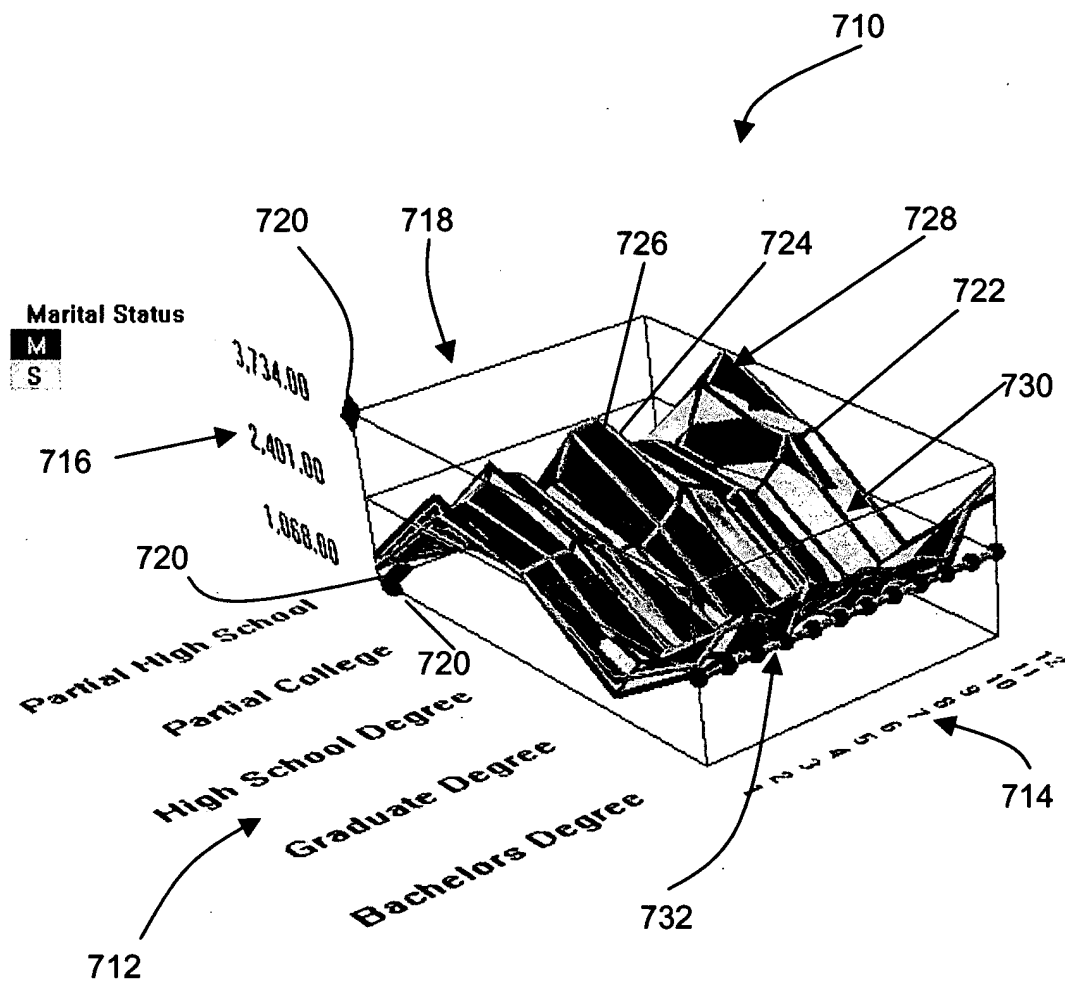


Figure 7



A

Figure 7

OFFICE

812

836

834

840

Total	Success	
706 (100%)		
Guarantee	N	Y
Yes	177 (25%)	298 (42%)
No	81 (11%)	150 (21%)
(2) Family Count		

838

Total	Family Count > 1.5	
535 (75%)	Success	
Guarantee	N	Y
Yes	177 (33%)	298 (55%)
No	24 (4%)	36 (6%)
(2) Housing		

842

Total	Rent, Family	
406 (57%)	Success	
Guarantee	N	Y
Yes	79 (19%)	278 (68%)
No	15 (3%)	34 (8%)

Total	Owner	
129 (18%)	Success	
Guarantee	N	Y
Yes	98 (75%)	20 (15%)
No	9 (6%)	2 (1%)

Total	Family	
26 (3%)	Success	
Guarantee	N	Y
Yes	0 (0%)	0 (0%)
No	21 (80%)	5 (19%)

Total	Owner, Rent	
145 (20%)	Success	
Guarantee	N	Y
Yes	0 (0%)	0 (0%)
No	36 (24%)	109 (75%)

840

Total	Family Count ≤ 1.5	
171 (24%)	Success	
Guarantee	N	Y
Yes	0 (0%)	0 (0%)
No	57 (33%)	114 (66%)
(2) Housing		

844

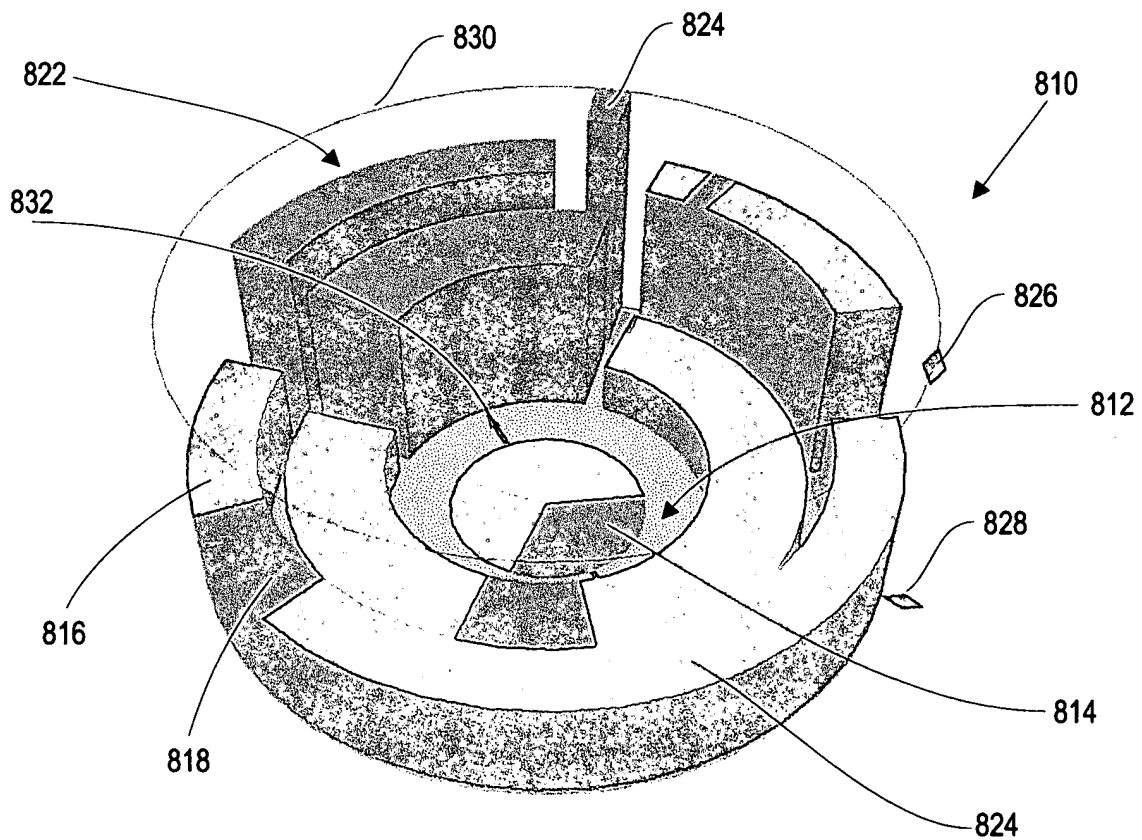


Figure 8a

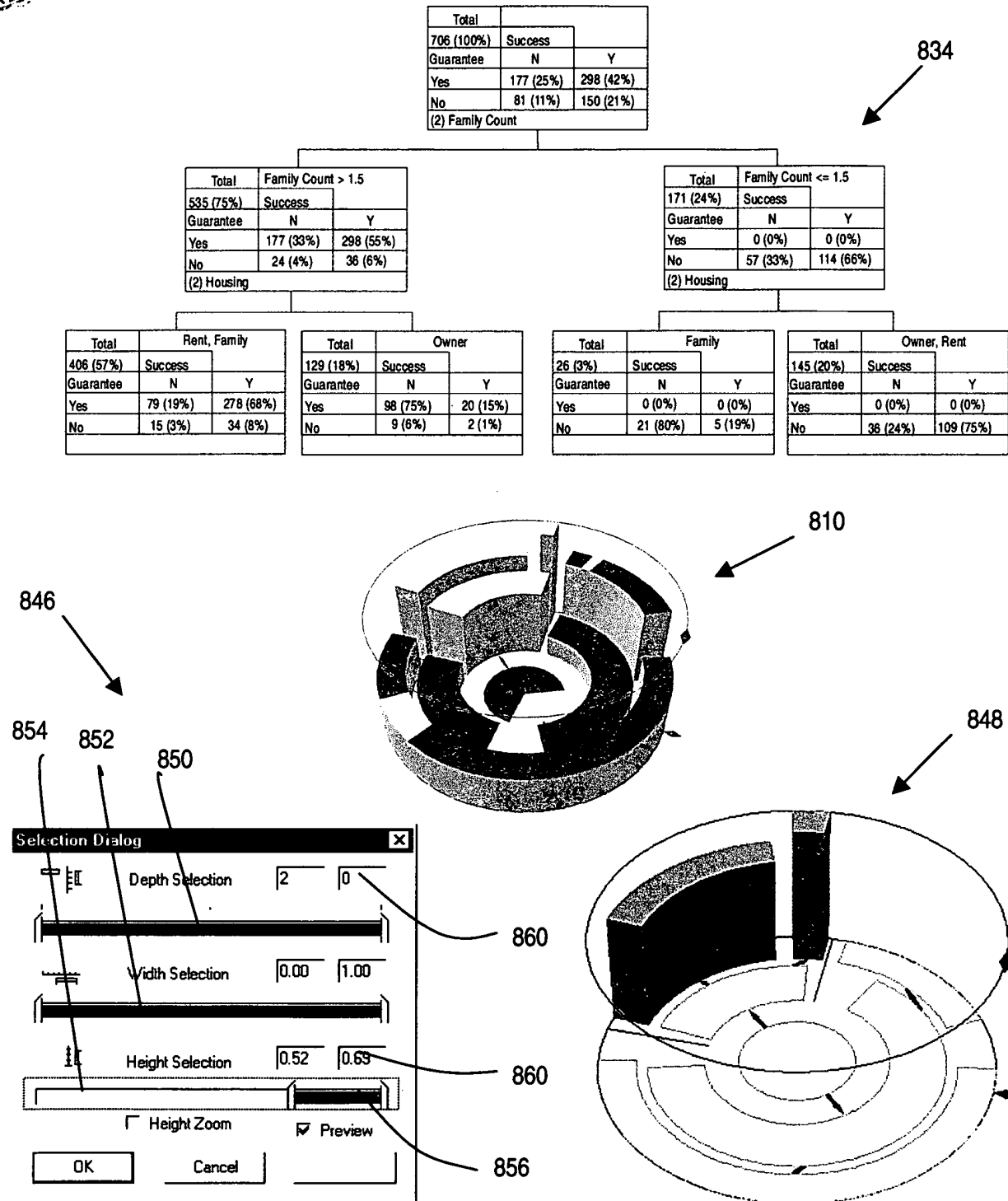


Figure 8b

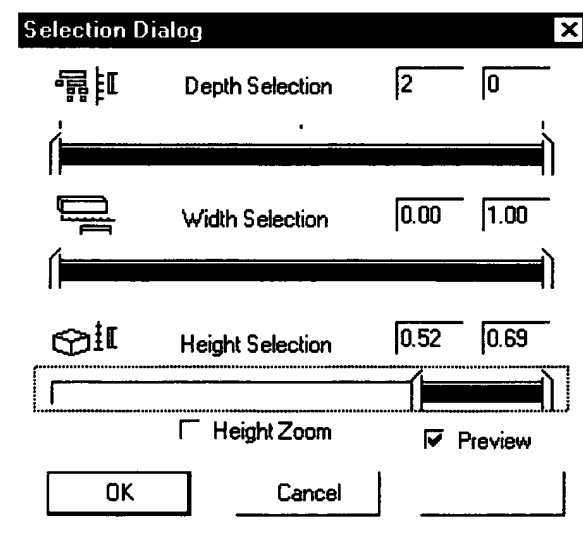
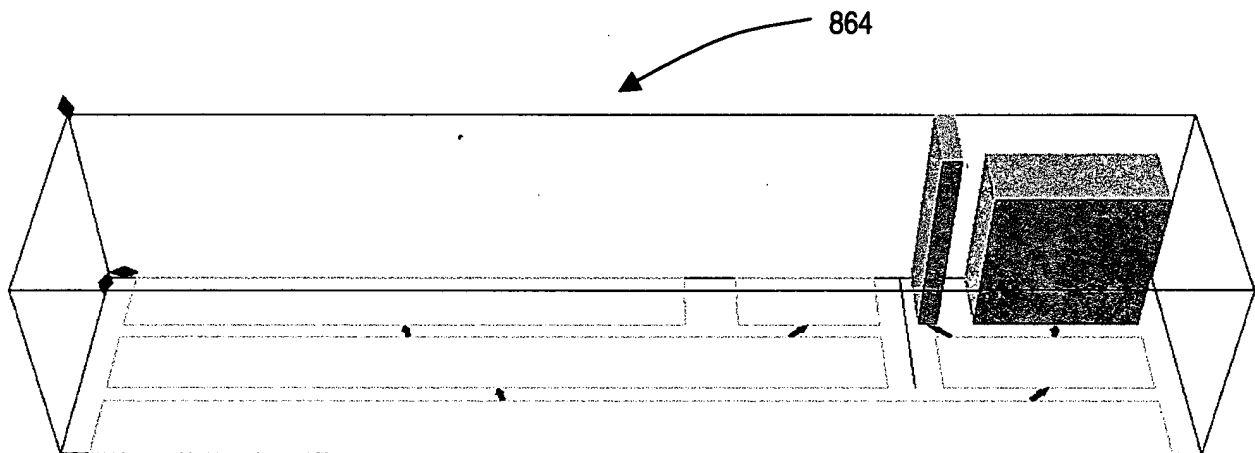
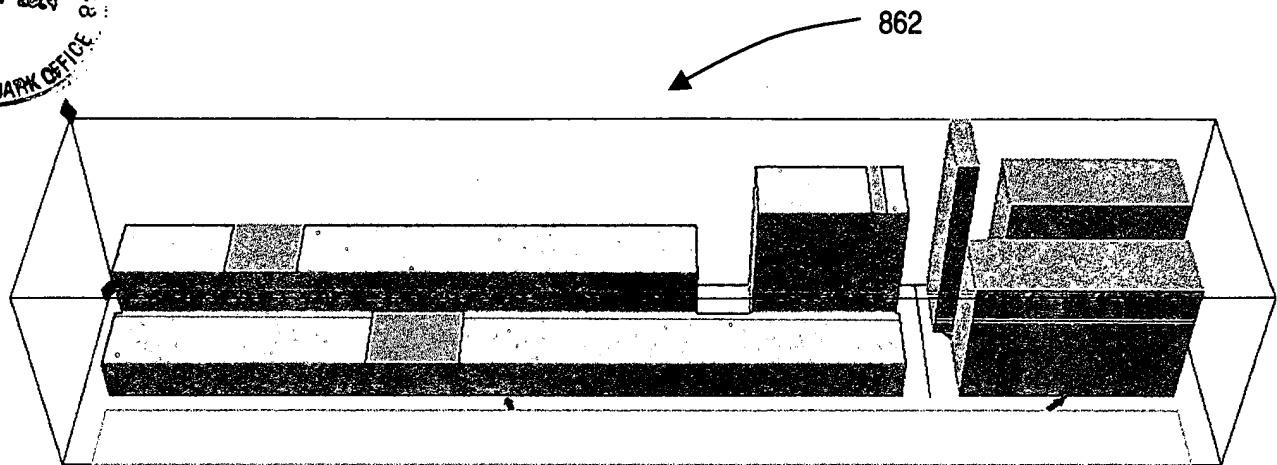


Figure 8c

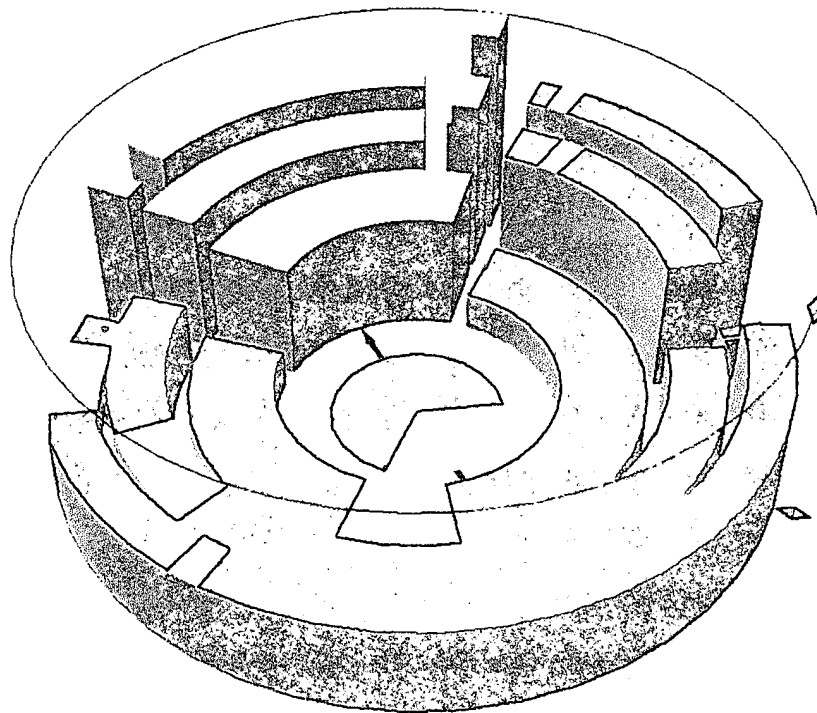
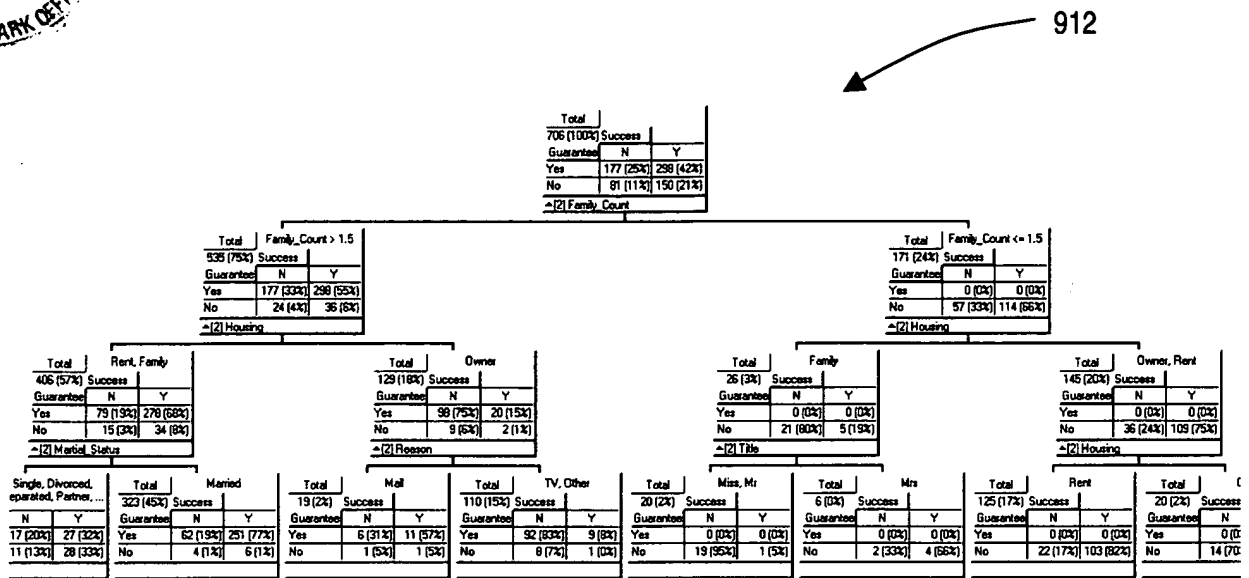
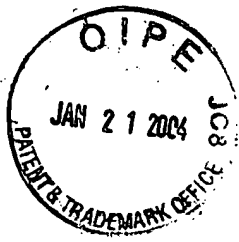
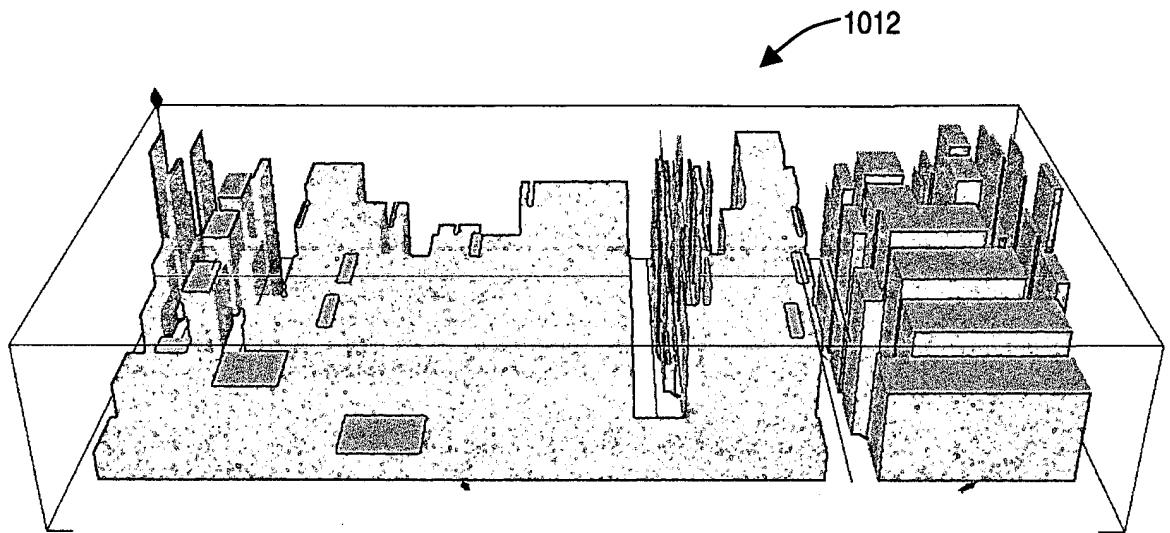
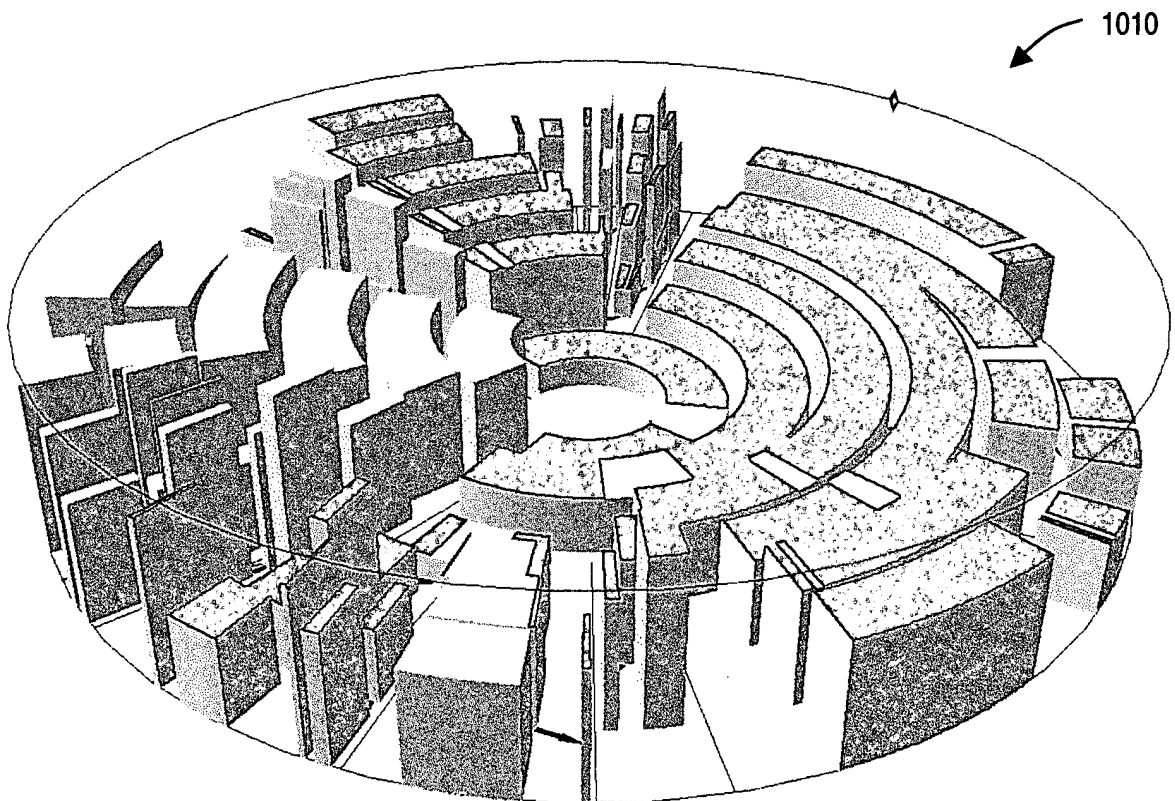


Figure 9



B



A

Figure 10

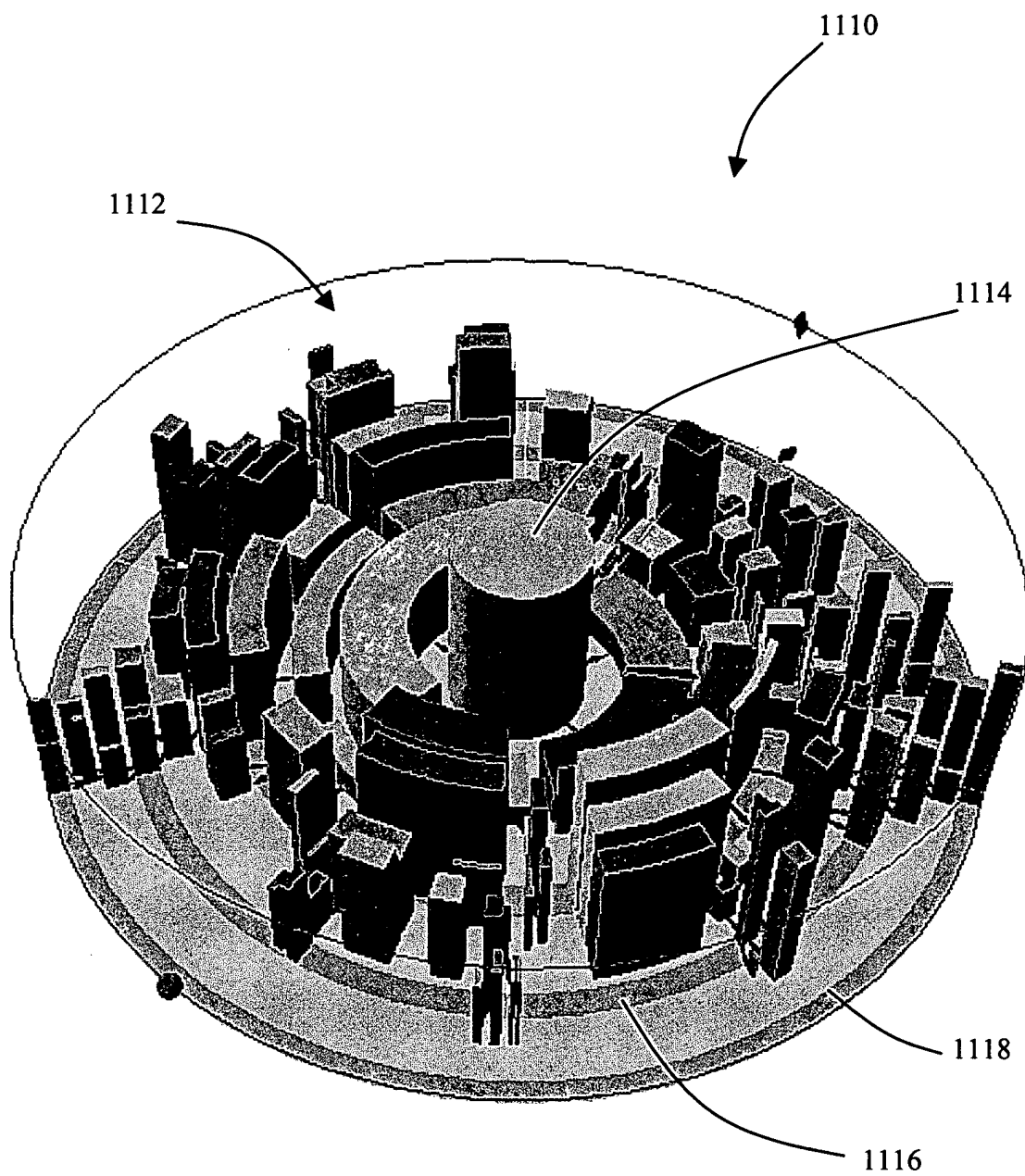


Figure 11

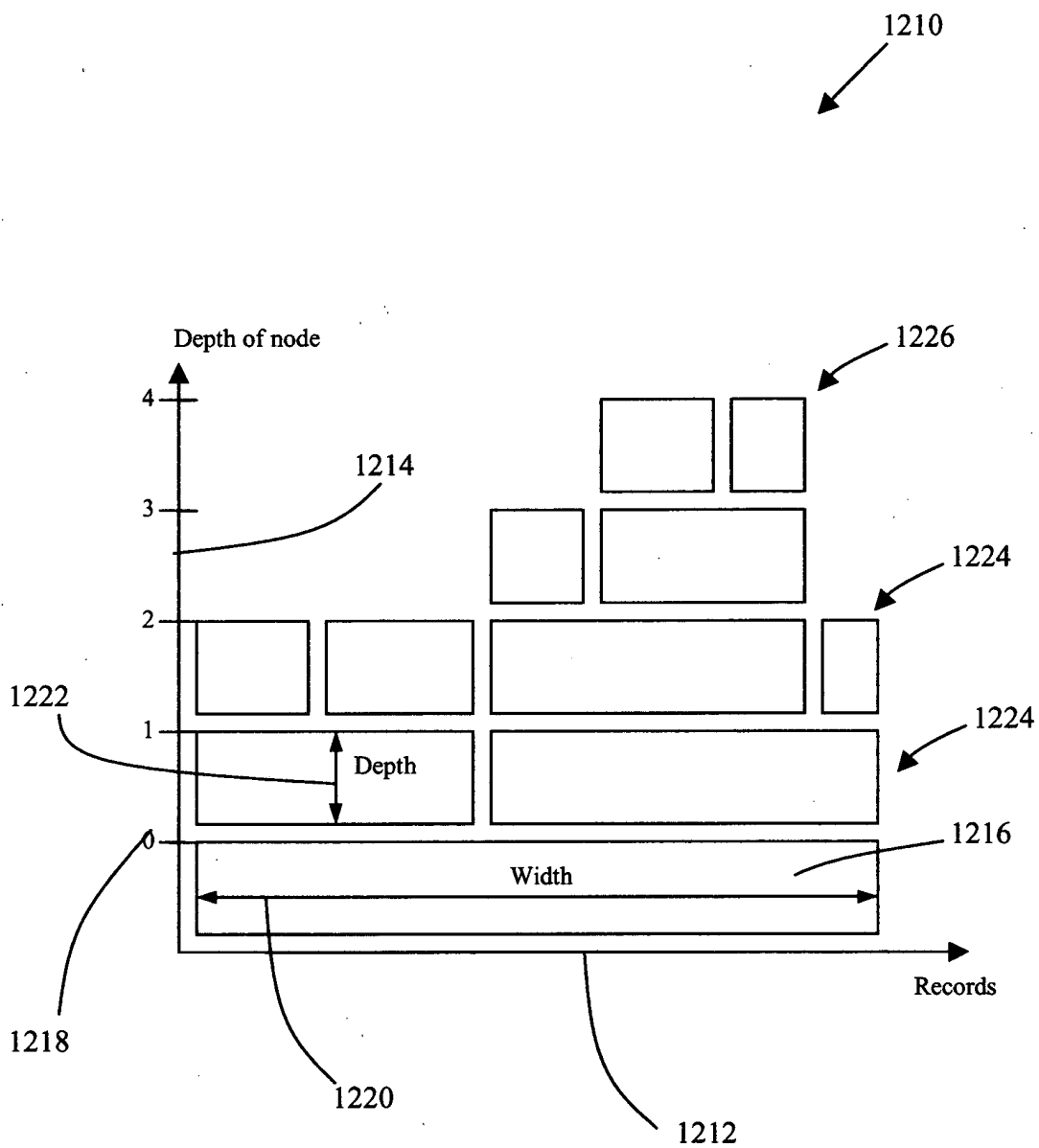
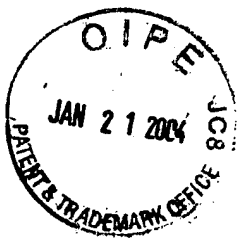


Figure 12

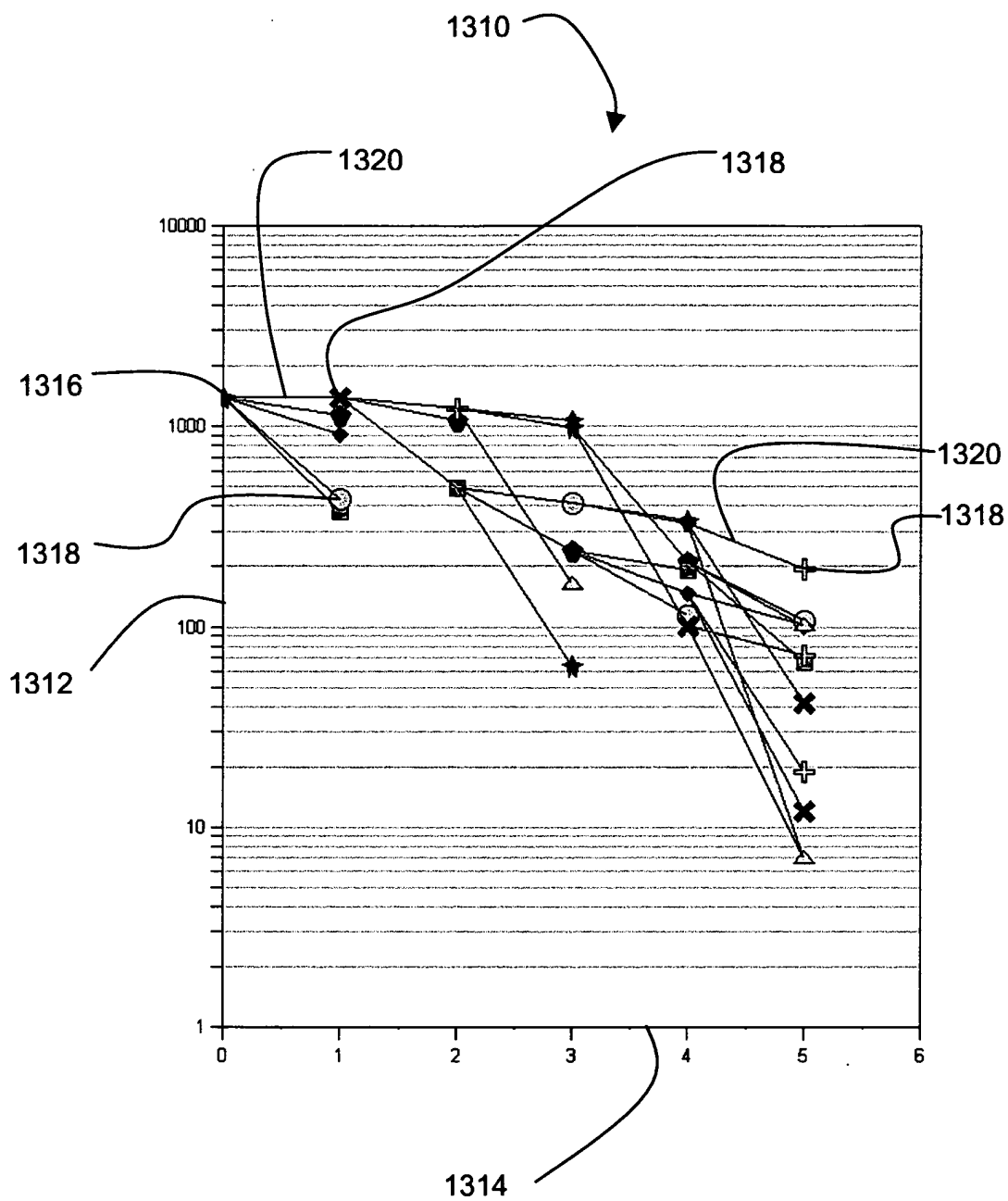
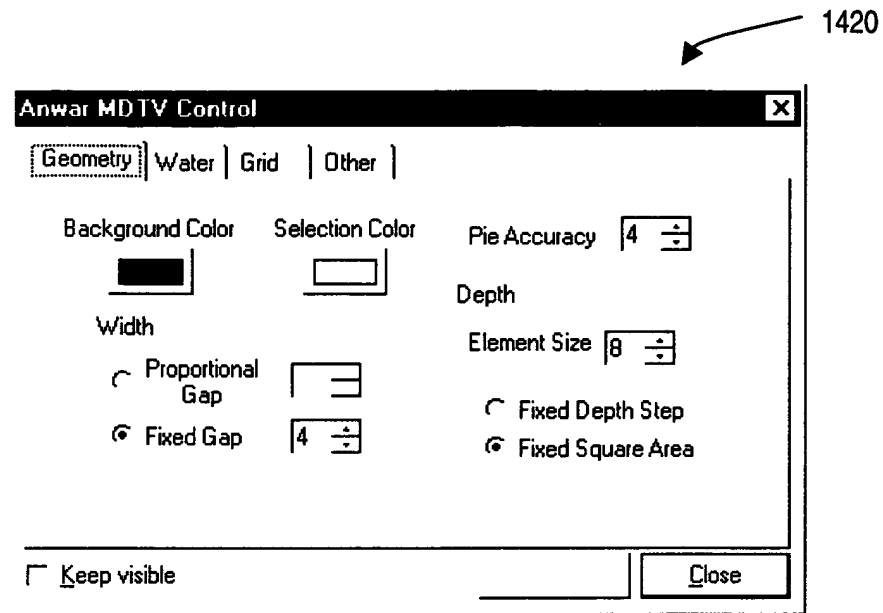
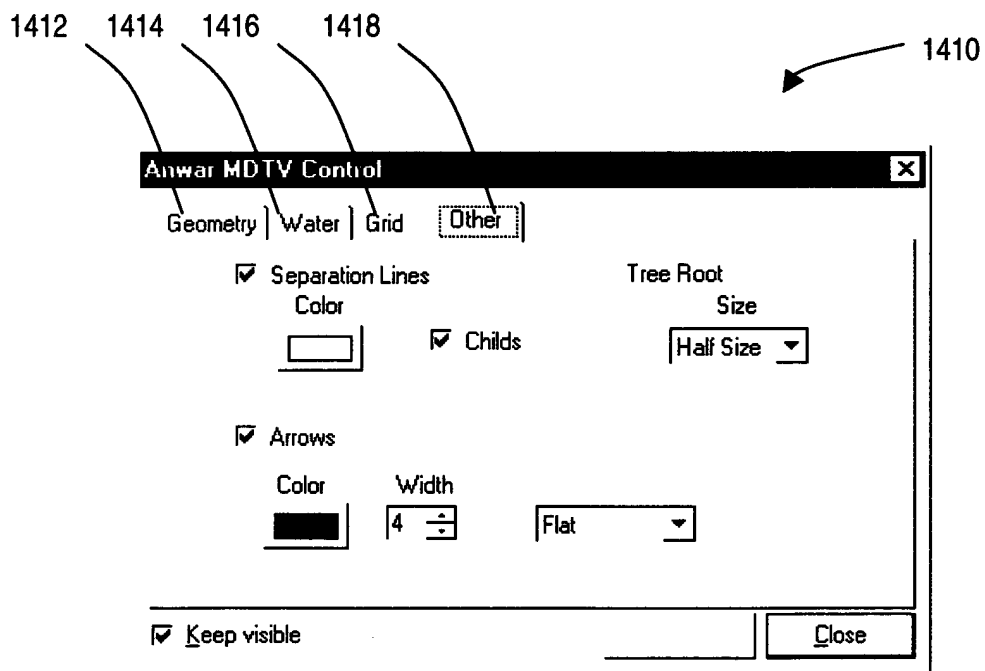


Figure 13

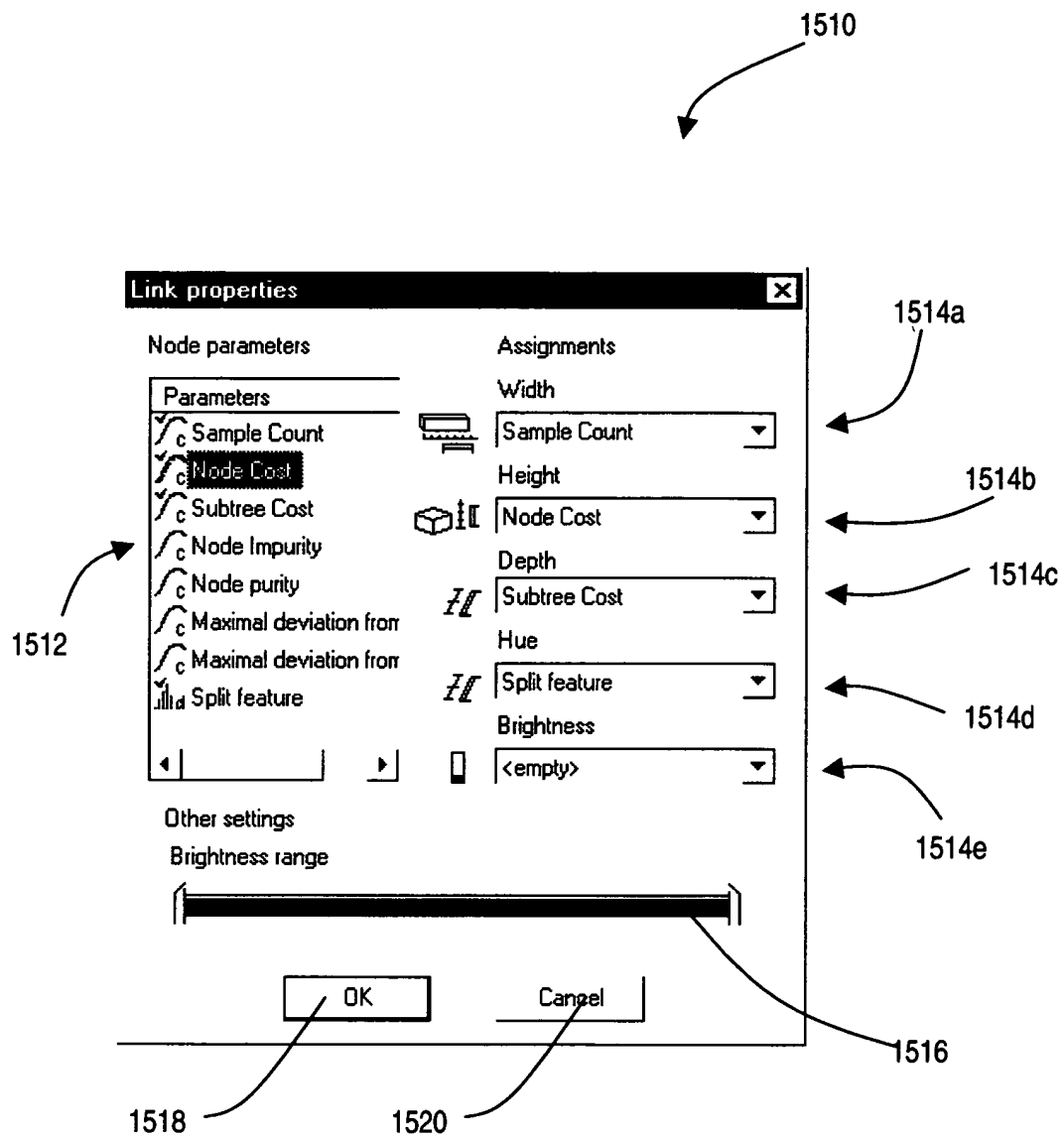


B



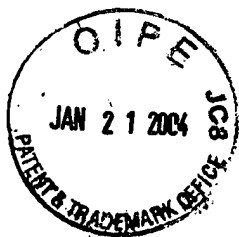
A

Figure 14



A

Figure 15



Exceptions		Score
+	Customers=CA, Education Level=All Education Level, Gender=All Gender, Measure = Unit Sales	28.33 (57)
+	Customers=CA, Education Level=All Education Level, Measure =	26.29 (26)
+	Customers=USA, Education Level=All Education Level, Gender=All Gender, Measure = Unit Sales	24.50 (6)
+	Customers=USA, Education Level=All Education Level, Gender=All Gender, Product=All Products, Measure = Unit Sales	22.35 (6)
+	Customers=CA, Gender=All Gender, Measure = Unit Sales	16.30 (2)
+	Customers=USA, Education Level=All Education Level, Measure =	0.00 (1)
+	Education Level=All Education Level, Gender=All Gender, Measure	0.00 (1)
+	Customers=USA, Education Level=All Education Level, Product=All Products, Measure = Unit Sales	0.00 (1)

Figure 17

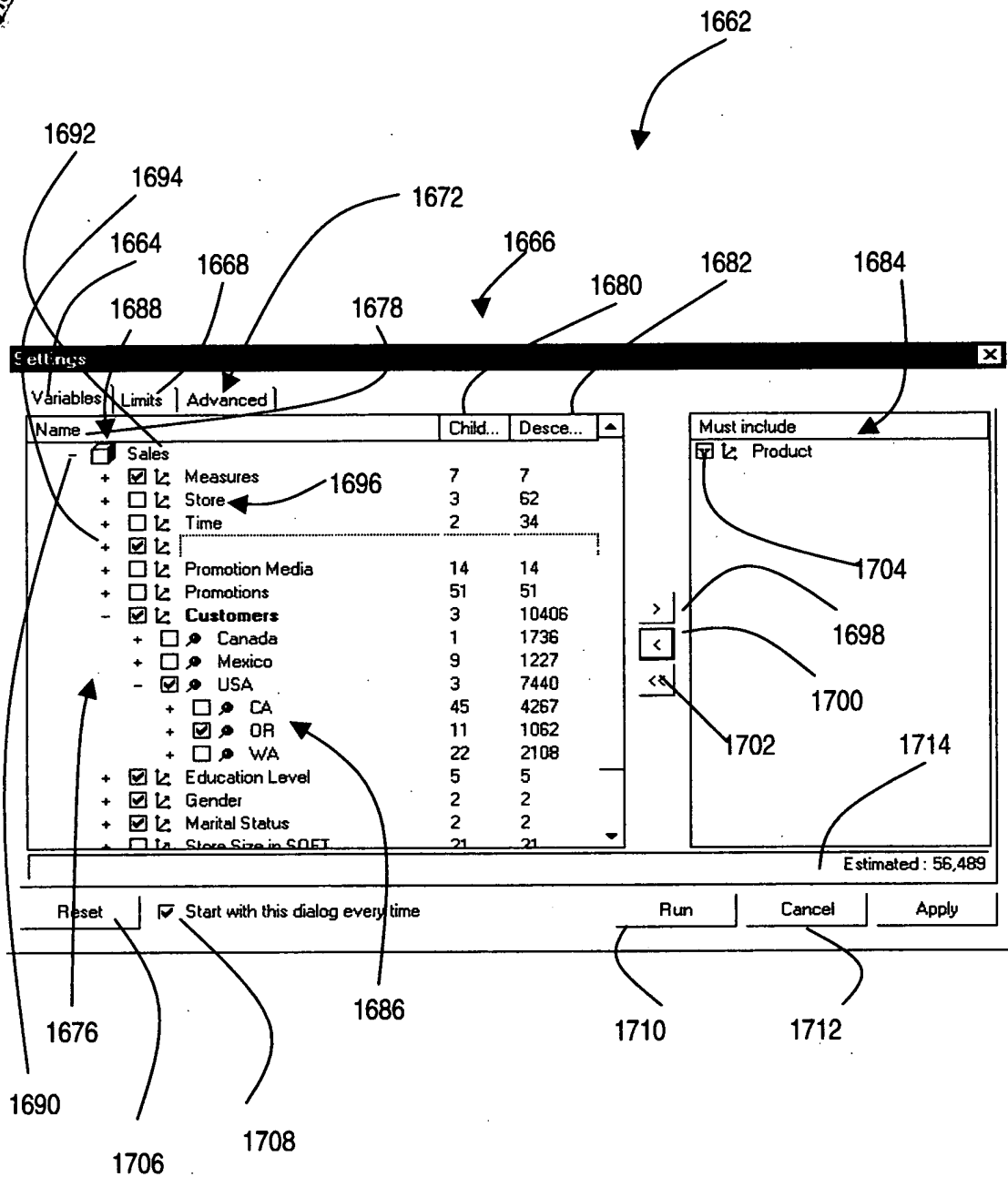


Figure 18A

1670

Settings

VariablesLimitsAdvanced

Limits

☐ No limit

☒ Set limits

Time exit

Enable

15:07

Dimensions

Up to M

Equal M

Between M and N

Greater than M

M

N

3

3

Nulls (%)

20

Estimated : 324,412

Reset

☒ Start with this dialog every time

Run

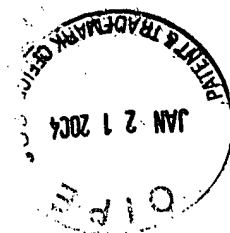
Cancel

Apply

1716

1718

Figure 18b



1674

Settings

Variables | Limits | Advanced

Negative	Positive
100	100
Zero threshold	Cross-tabs threshold
0	50000
Thread number	Memory optimization threshold
1	5

Estimated : 324,412

Reset ☒ Start with this dialog every time Run Cancel Apply

1672

1720

Figure 18c

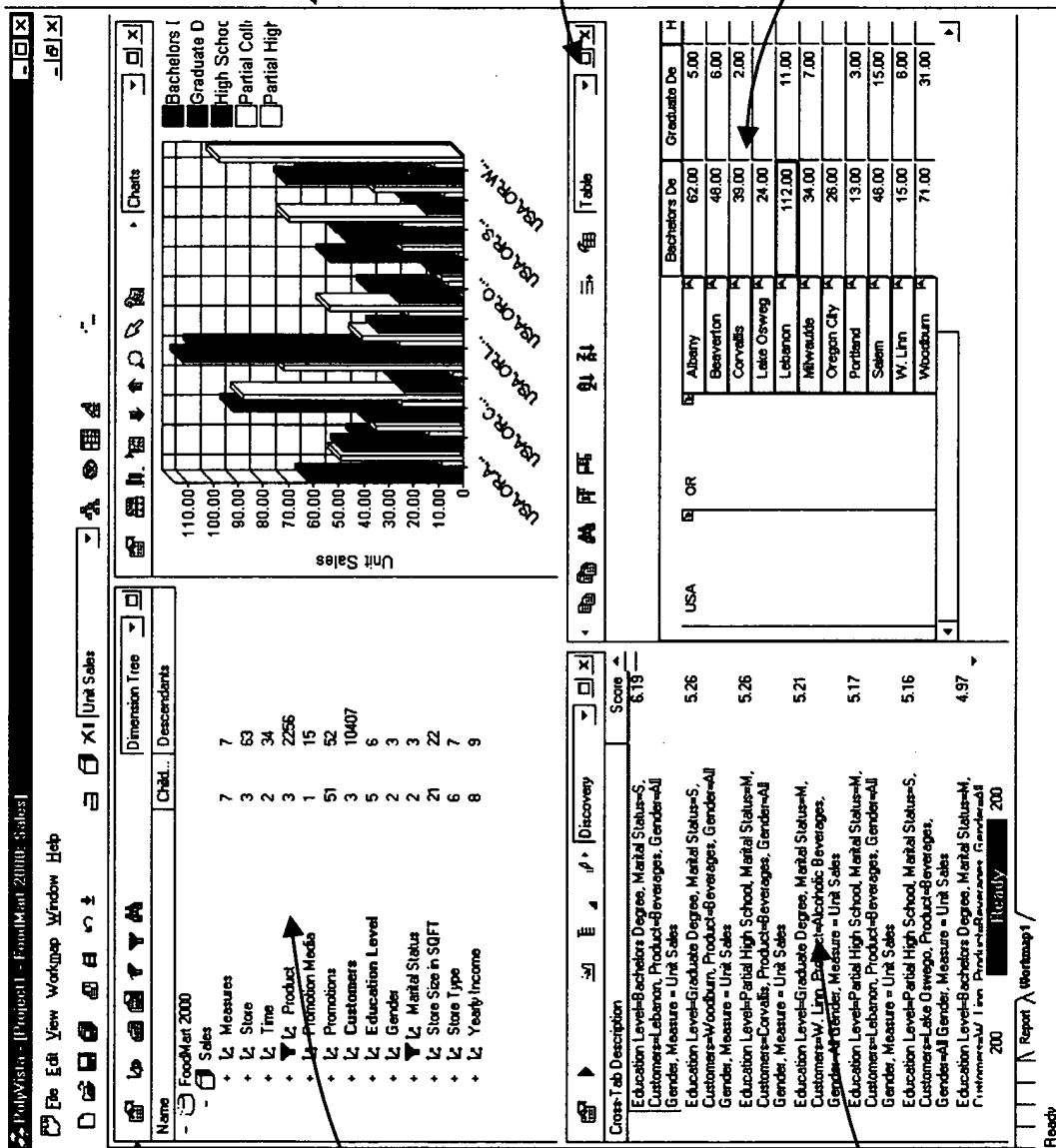


1910

1920

1912

1918



1912

1914

1912

1916

Figure 19



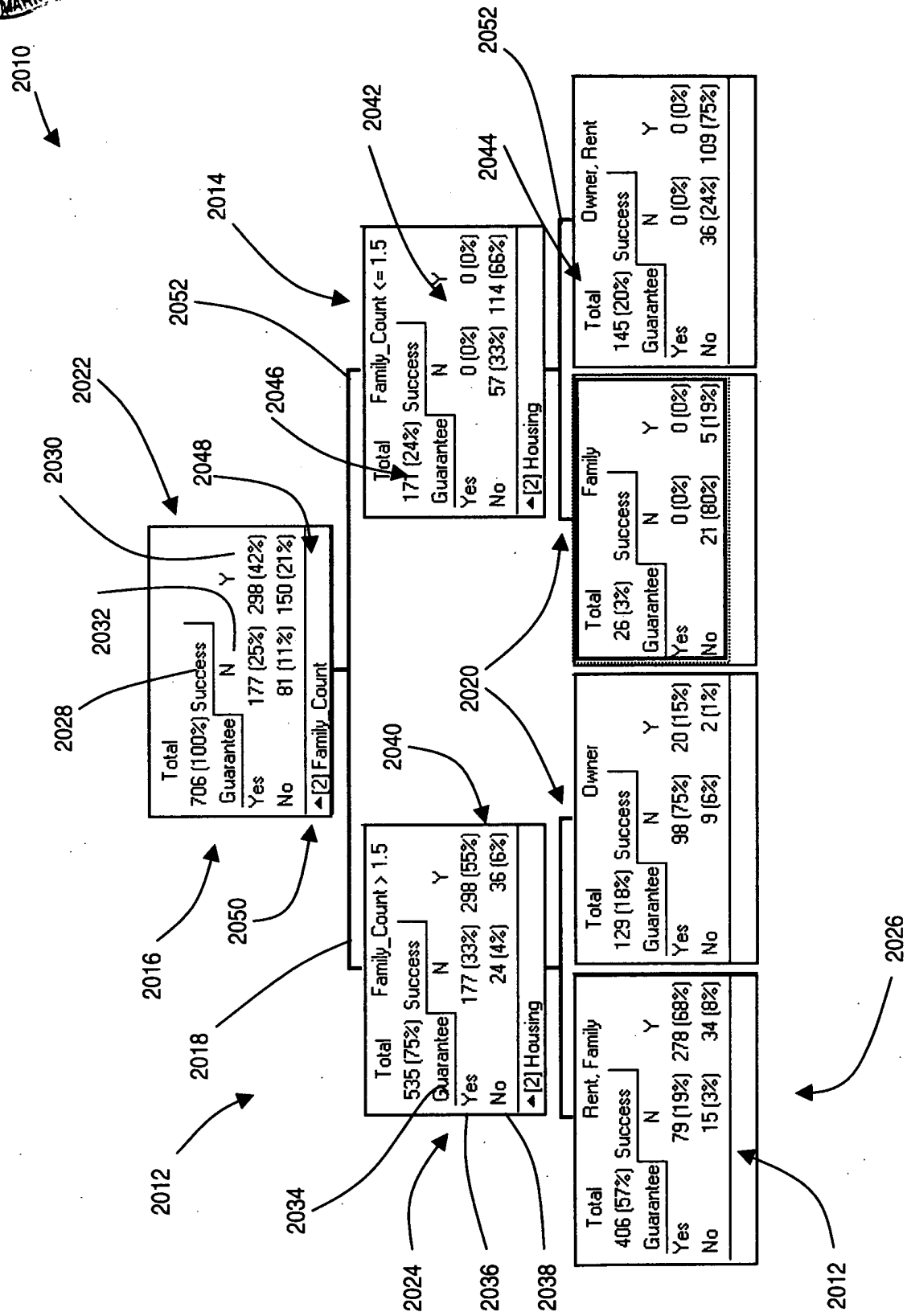


Figure 20

Total		706 (100%) Success		N		Y	
Guarantee		177 (25%)		238 (42%)			
Yes		81 (11%)		150 (21%)			
No							
- [2] Family_Count							

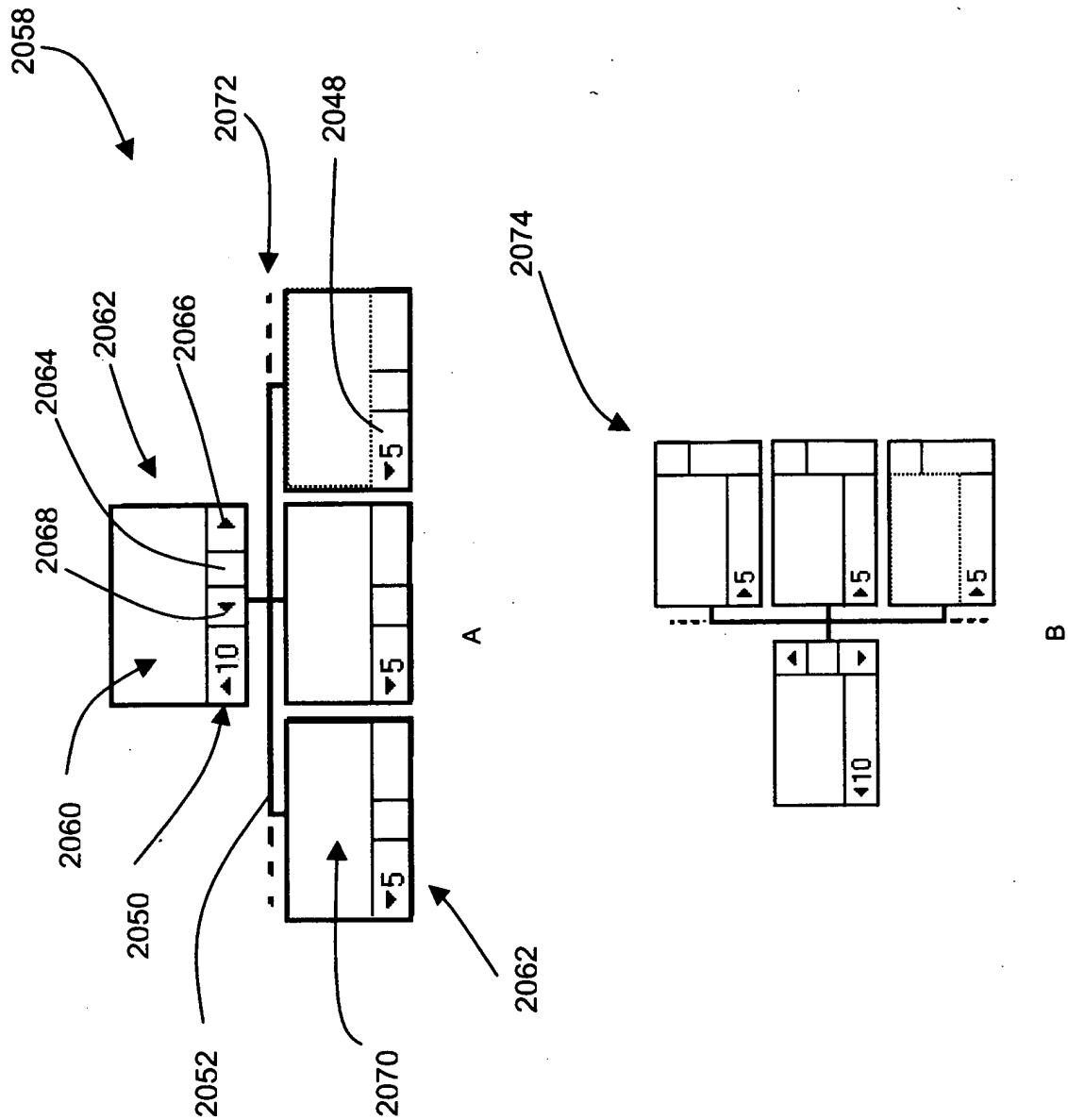


Figure 22



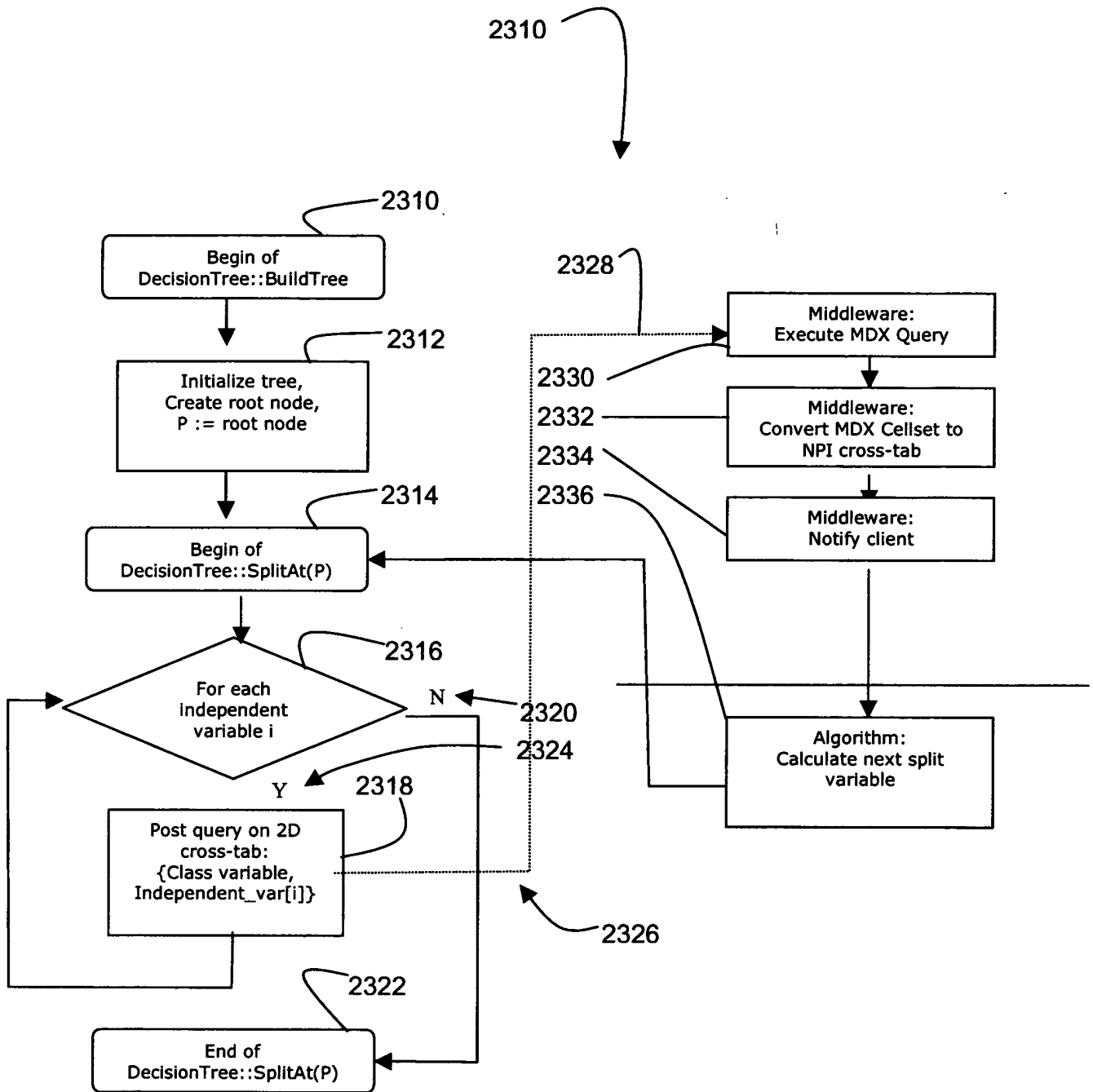
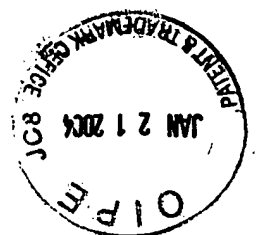


Figure 23



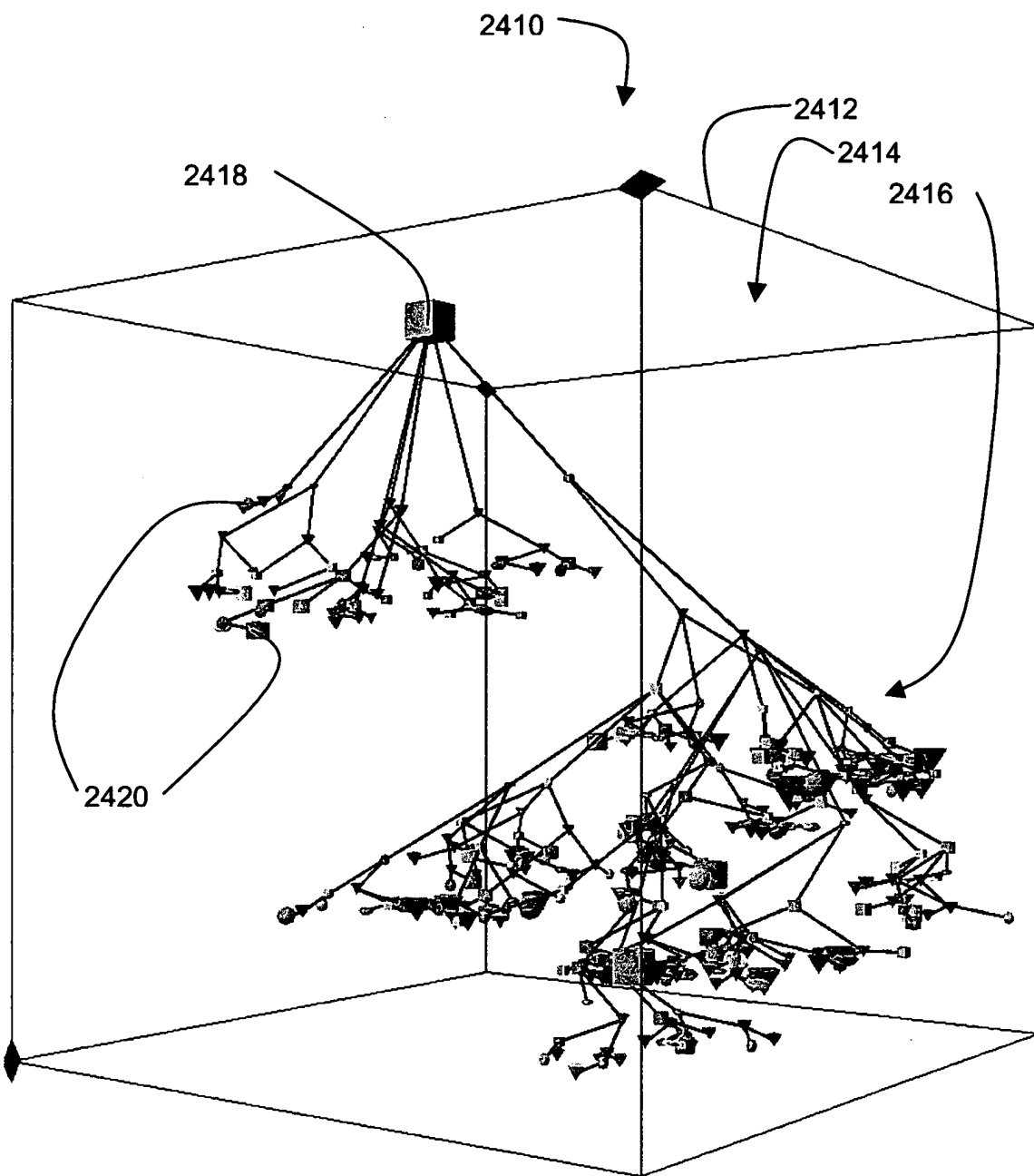


Figure 24a



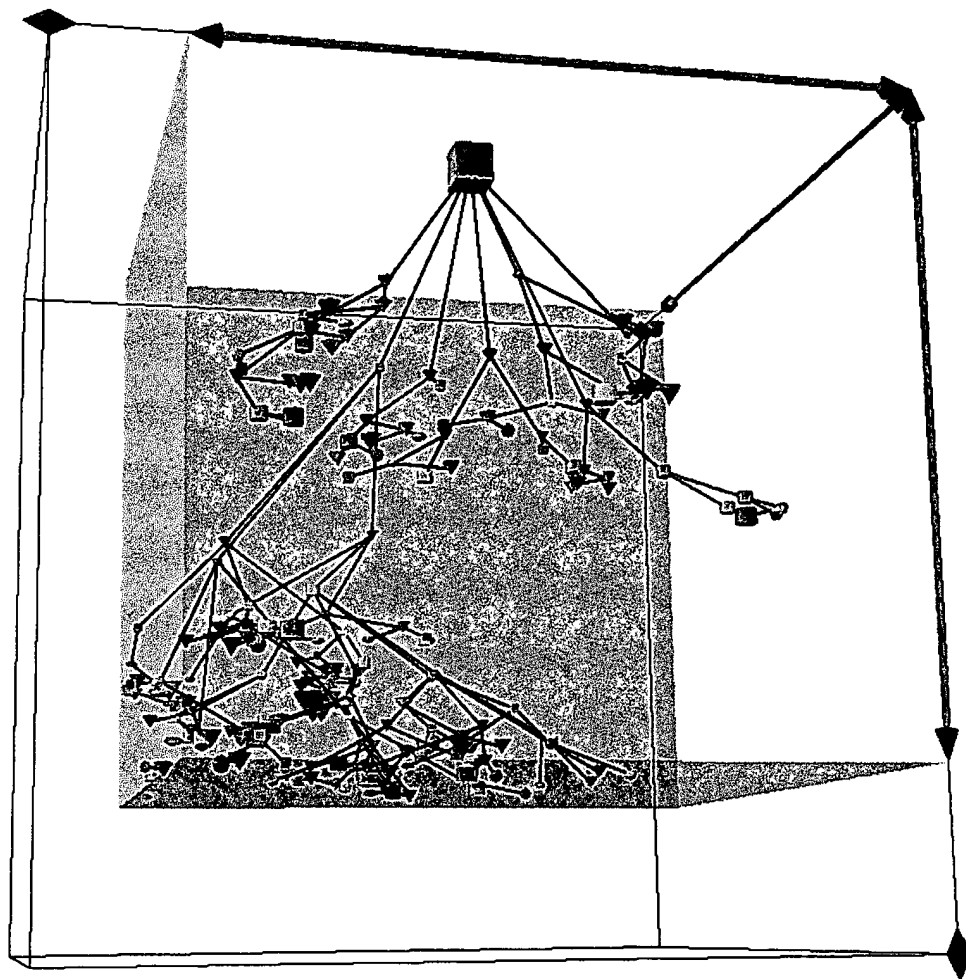


Figure 24b



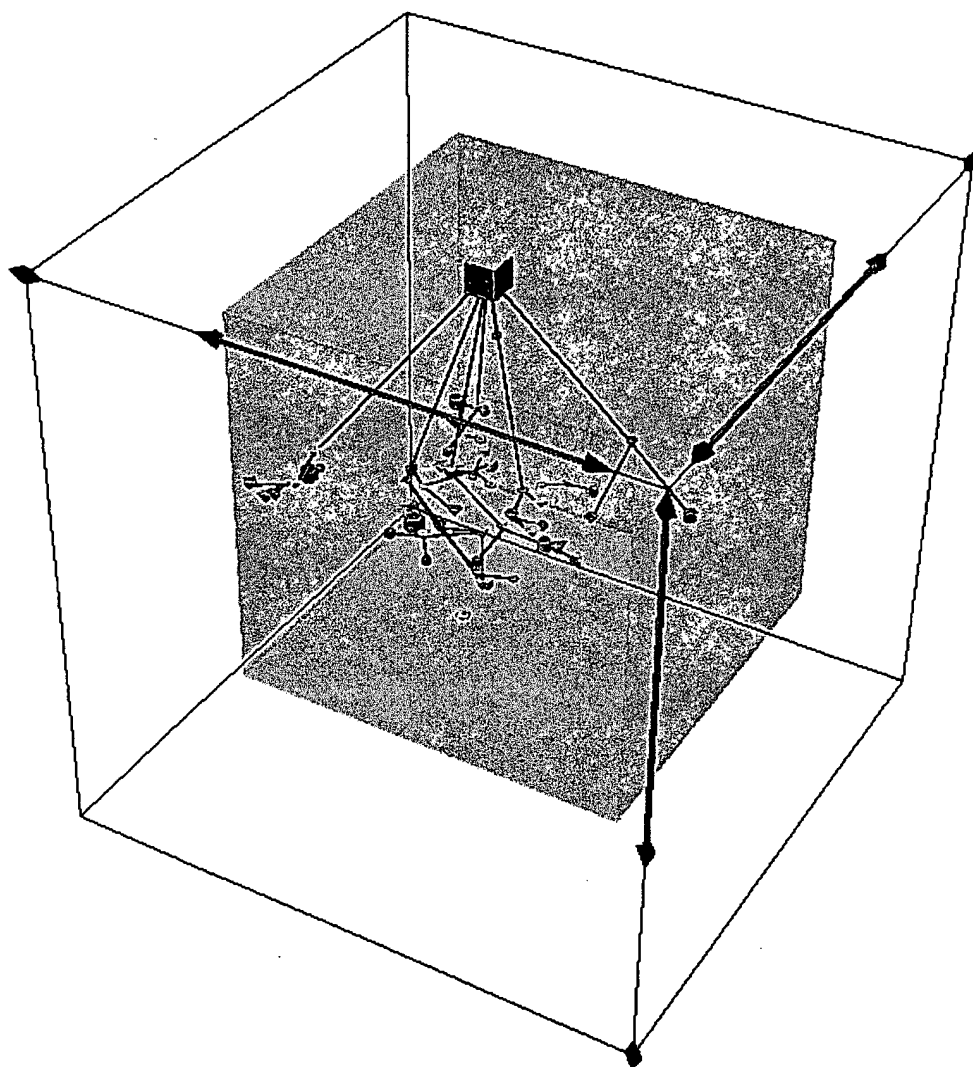


Figure 24c



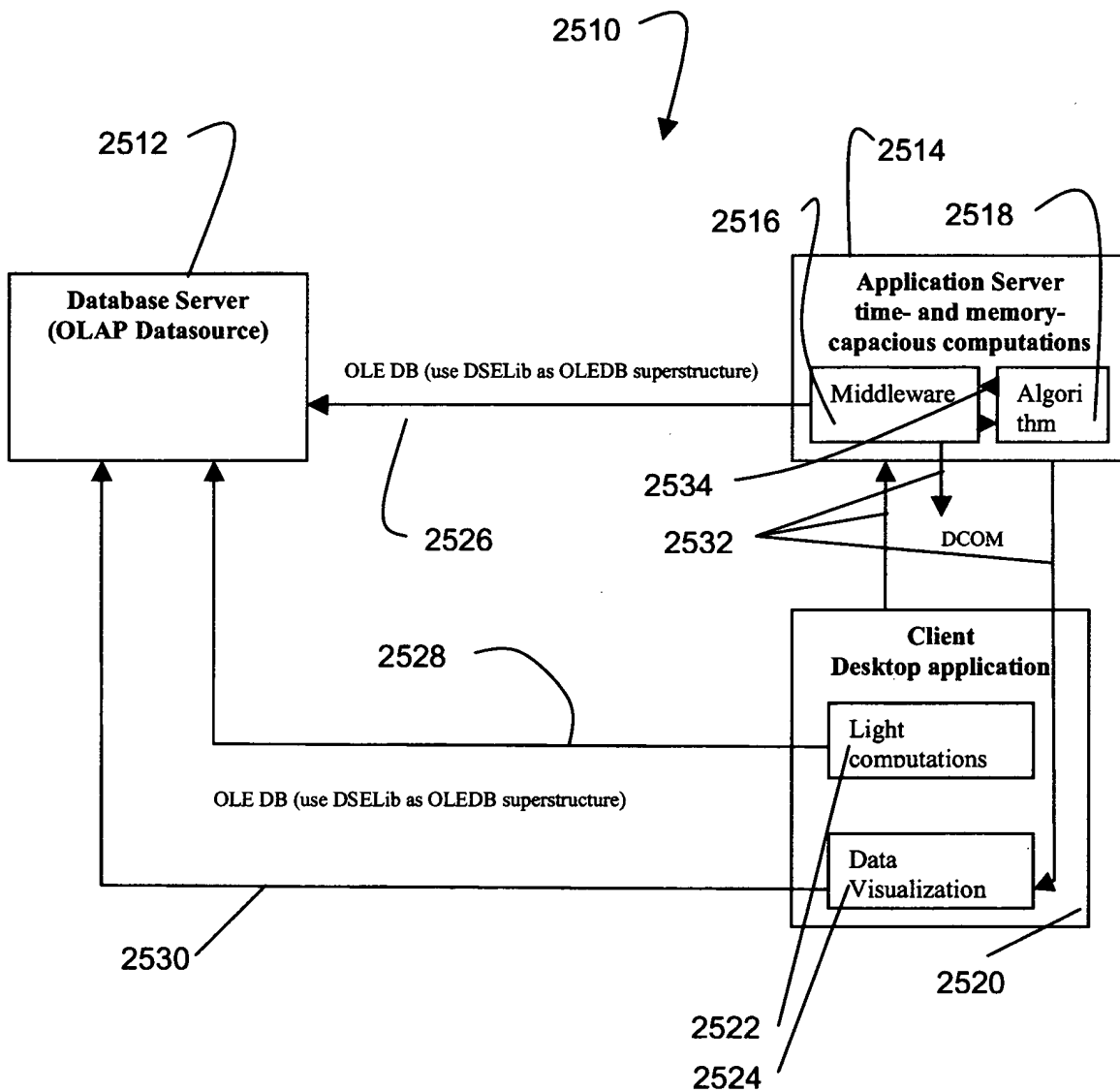
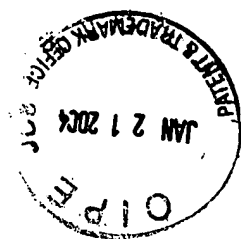


Figure 25



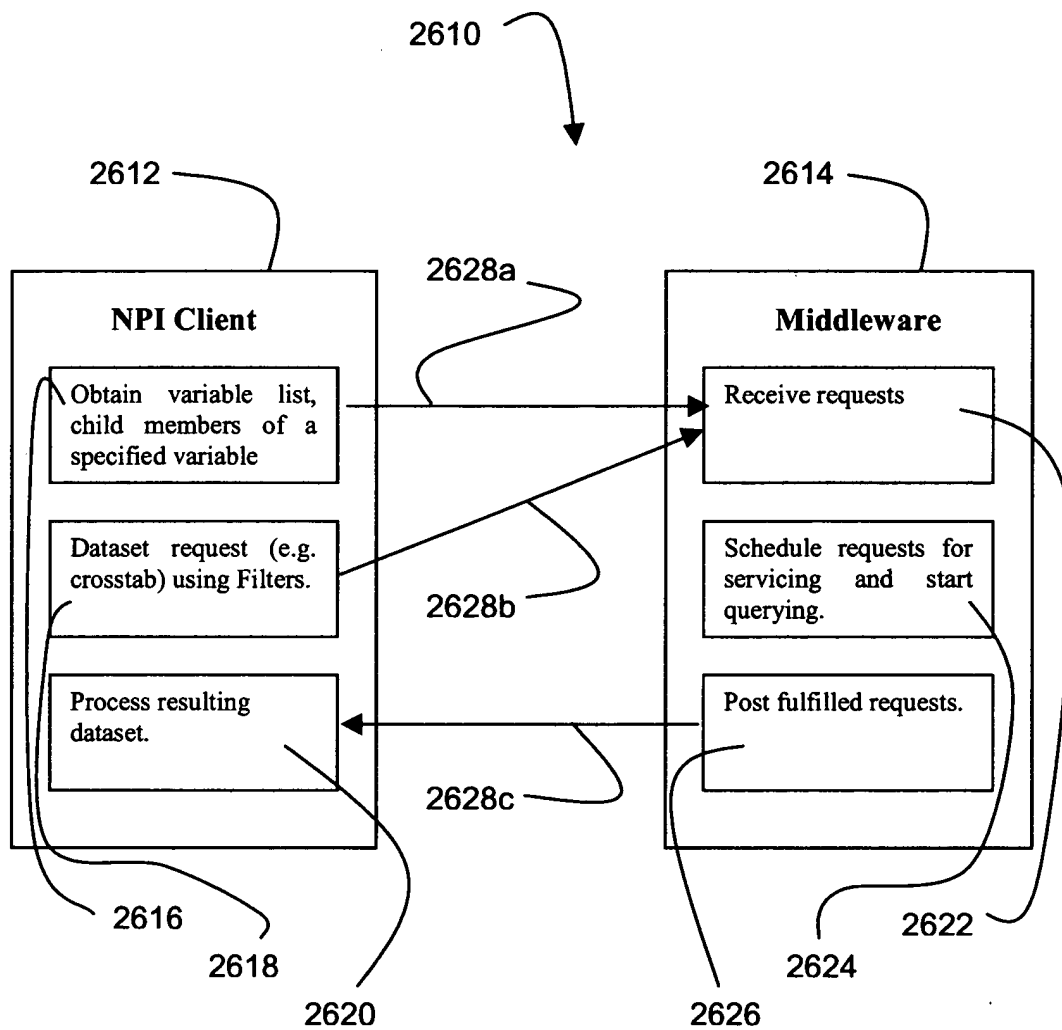
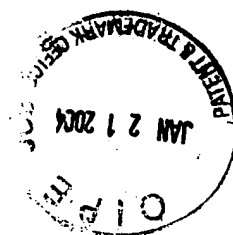


Figure 26



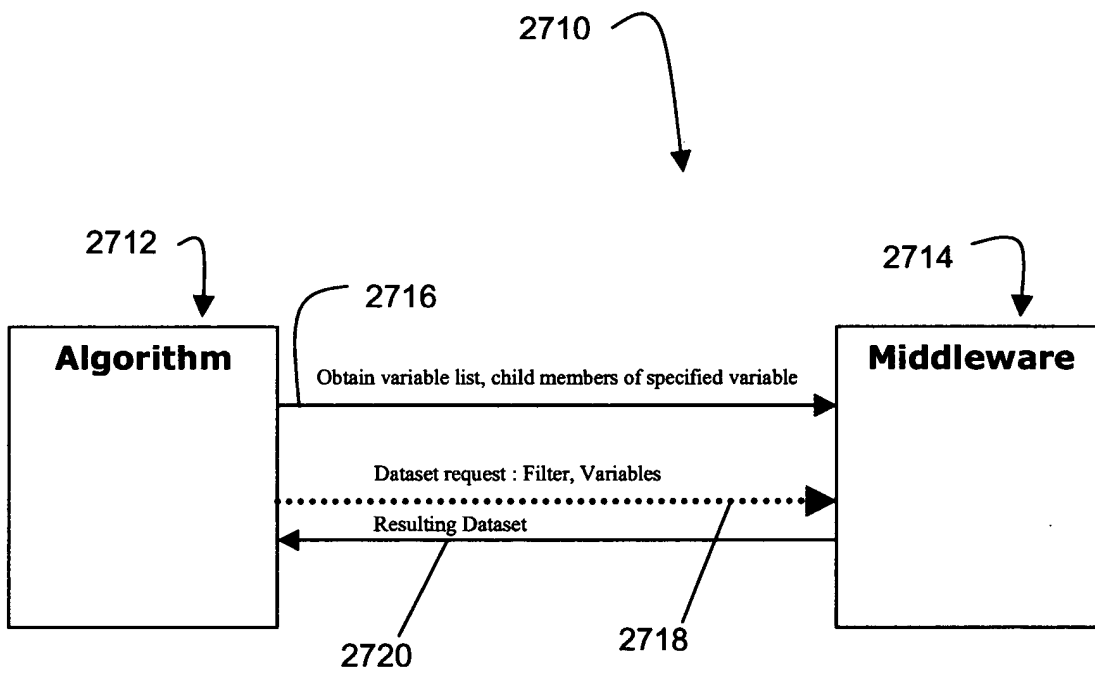
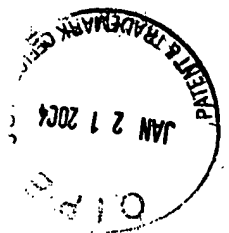


Figure 27



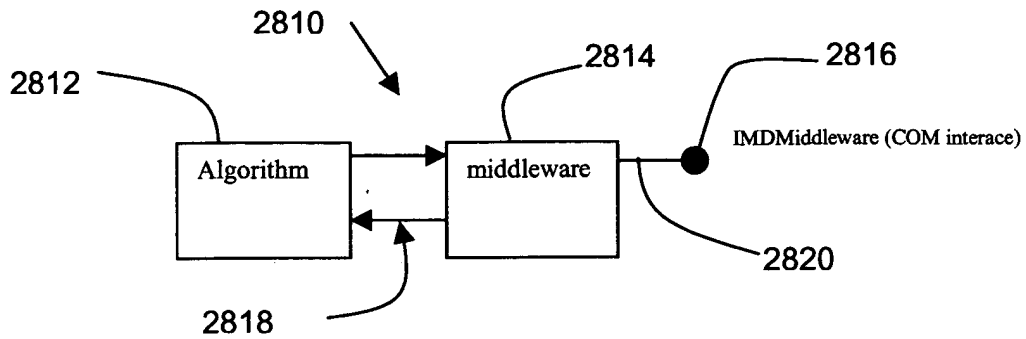


Figure 28

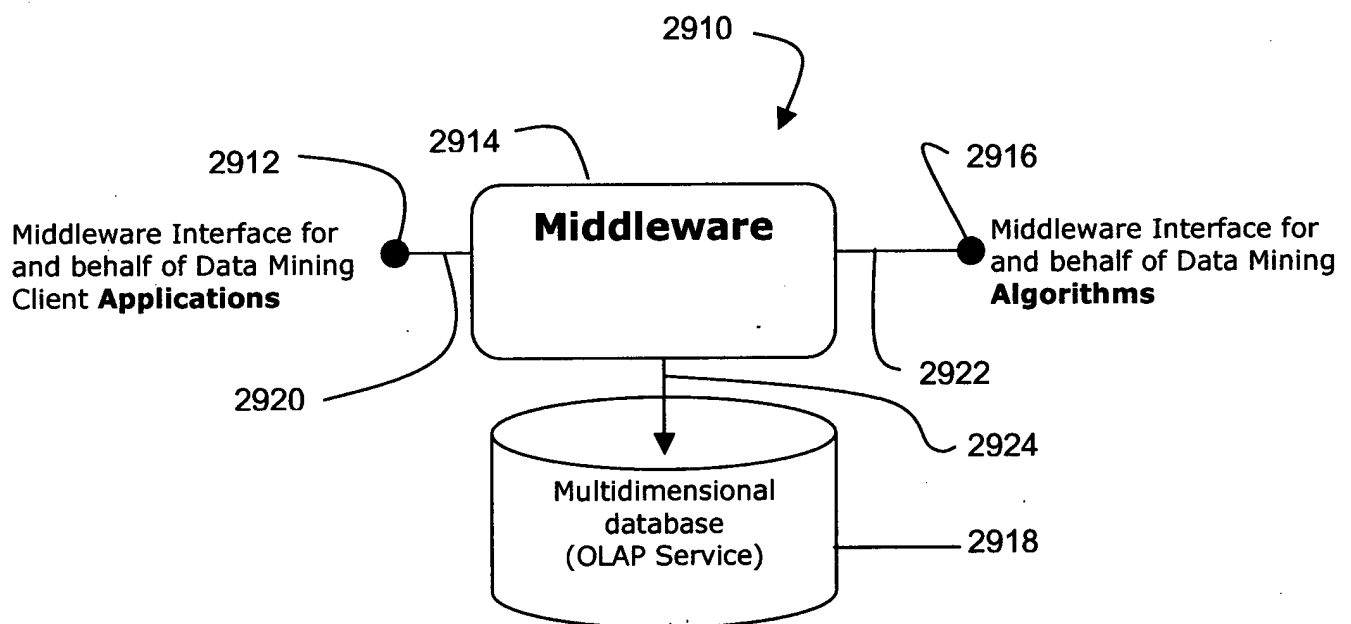


Figure 29

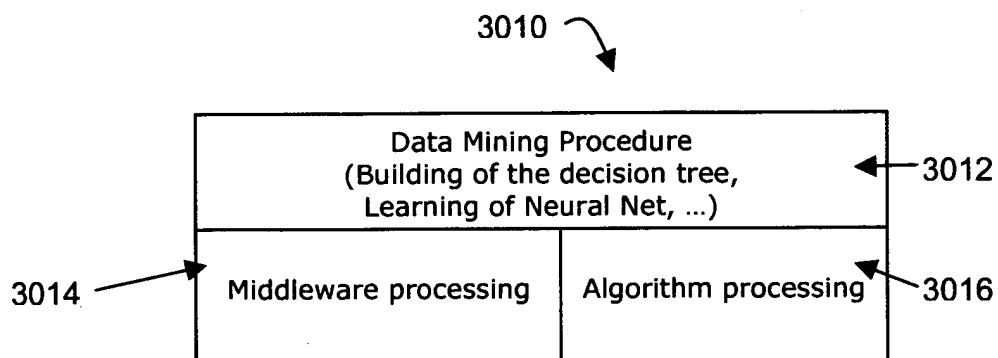


Figure 30



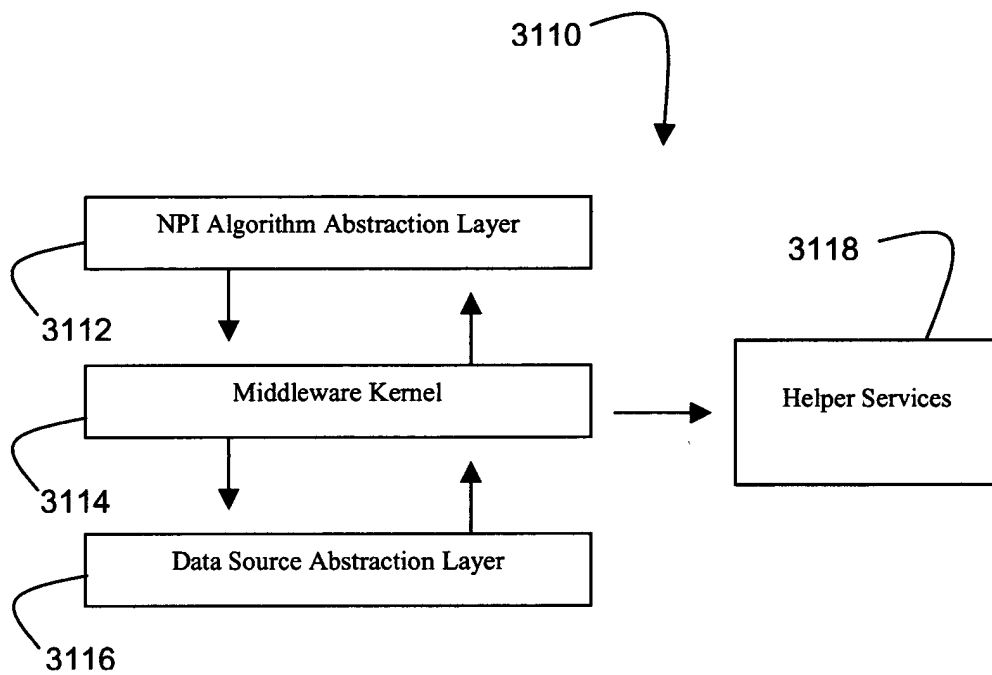
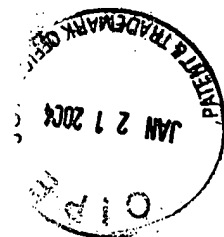


Figure 31



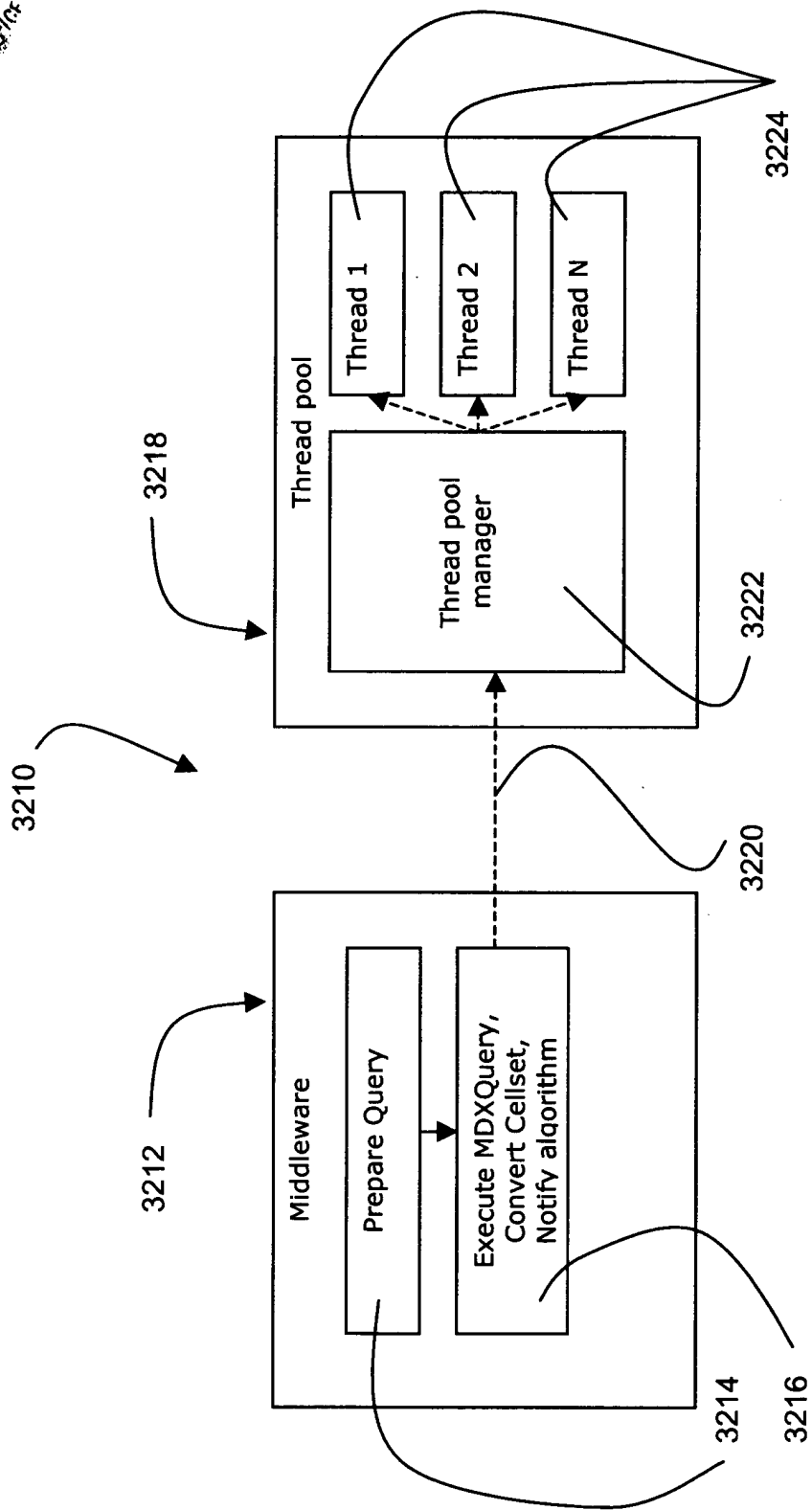


Figure 32

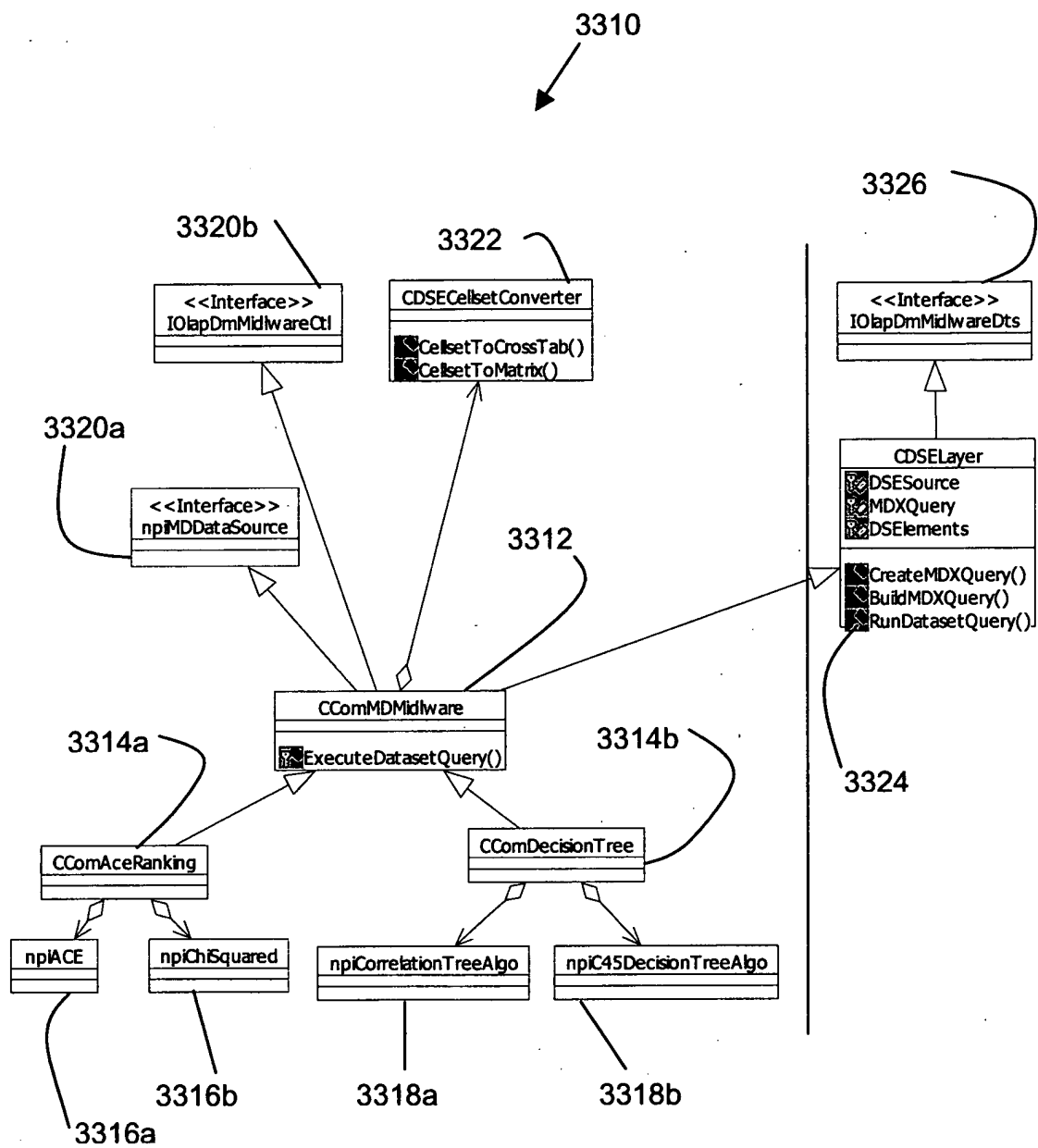


Figure 33



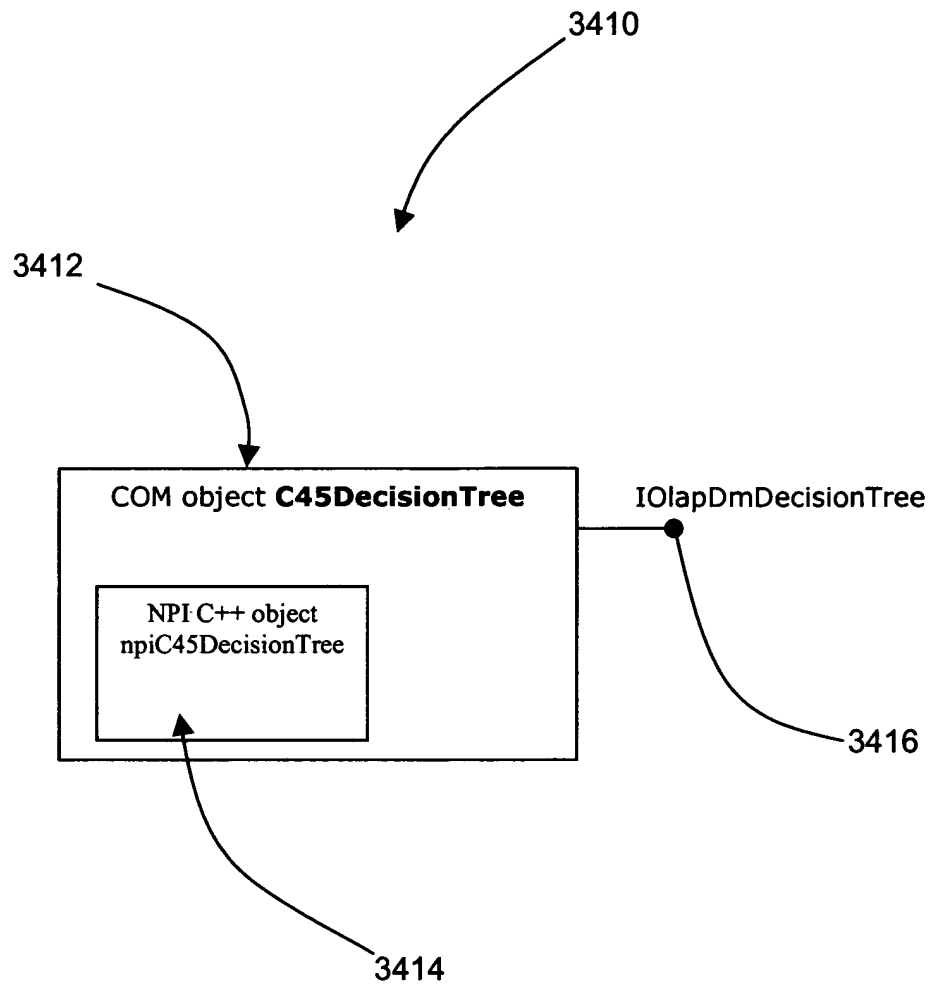


Figure 34



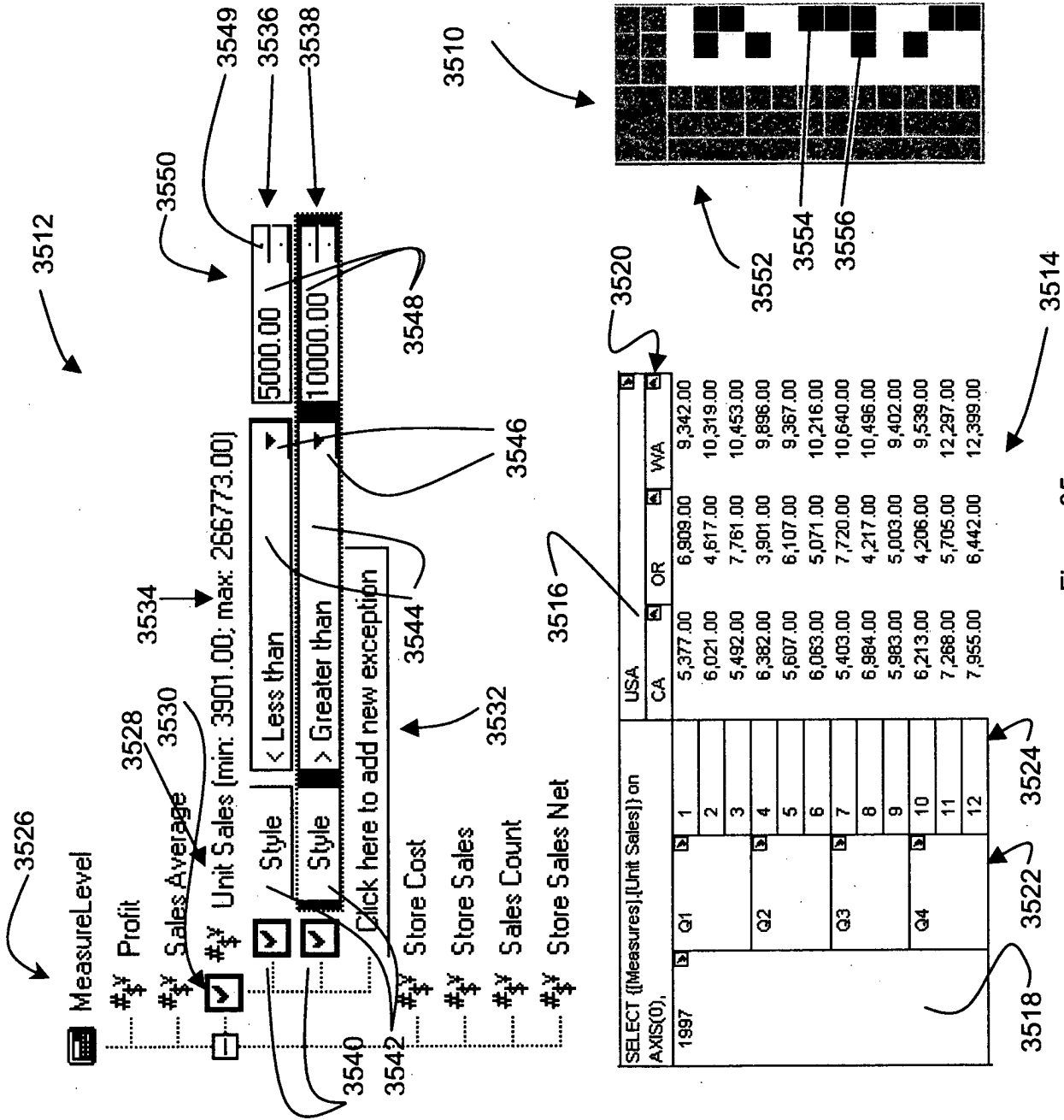


Figure 35



3610

3614

3616

3622

3624

3626

		Drink		Food	
USA	OR	Alcoholic Beverages		Snack Foods	
		Beer and Wine		Snack Foods	
		Beer		Pretzels	
		Albany	28.00		21.00
		Beaverton	24.00		10.00
		Corvallis	63.00		44.00
		Lake Oswego	26.00		16.00
		Lebanon	117.00		35.00
		Milwaukie	27.00		25.00
		Oregon City	22.00		8.00
		Portland	36.00		11.00
		Salem	38.00		28.00
		W. Linn	21.00		16.00
		Woodburn	58.00		19.00

3612

3618

3620

3626

Figure 36


										Correlation	▼	□	✕
Cross-Tab Description										Score ▲			
Products = Beer & Pretzels, Customers = OR, Education Level = Partial College, ..., Measure = Count										0.9901			

Figure 37





S	F	USA	OR	Drink	Food
	Albany	2.00	3.00		
	Beaverton	6.00	3.00		
	Corvallis	13.00	12.00		
	Lake Oswego	6.00	2.00		
	Lebanon	27.00	11.00		
	Milwaukie	4.00	12.00		
	Oregon City	3.00	3.00		
	Portland	5.00			
	Salem	9.00	6.00		
	W. Linn	3.00	4.00		
	Woodburn	7.00	3.00		

Figure 38

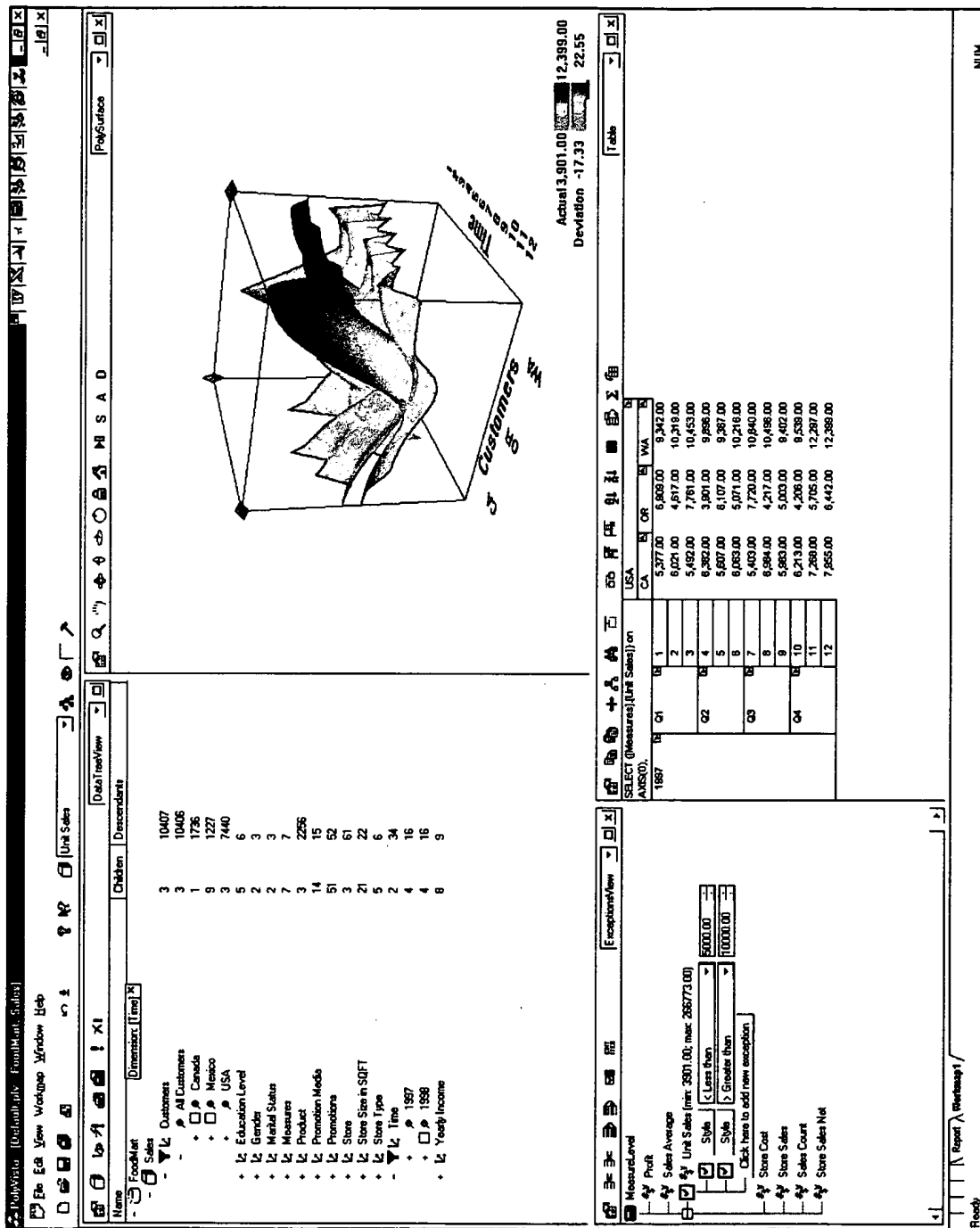


Figure 39

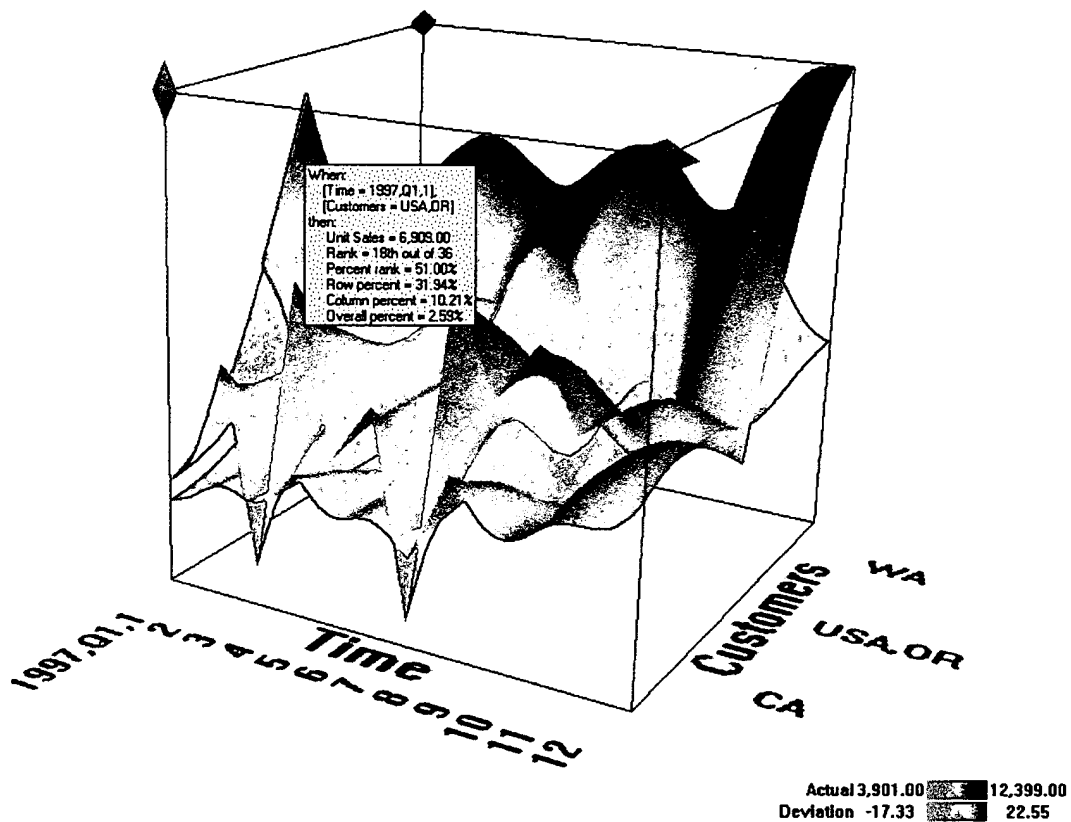


Figure 40



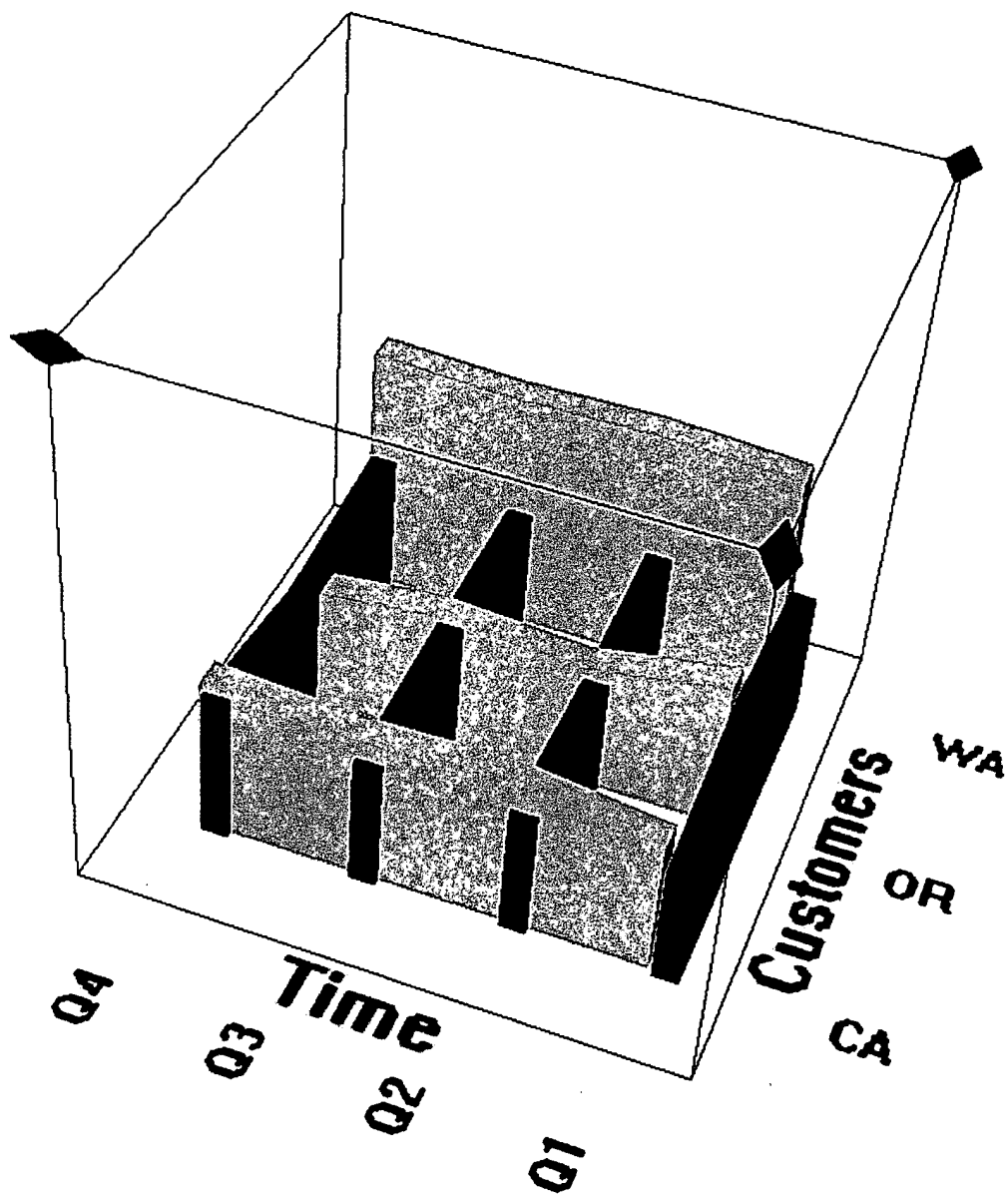


Figure 41



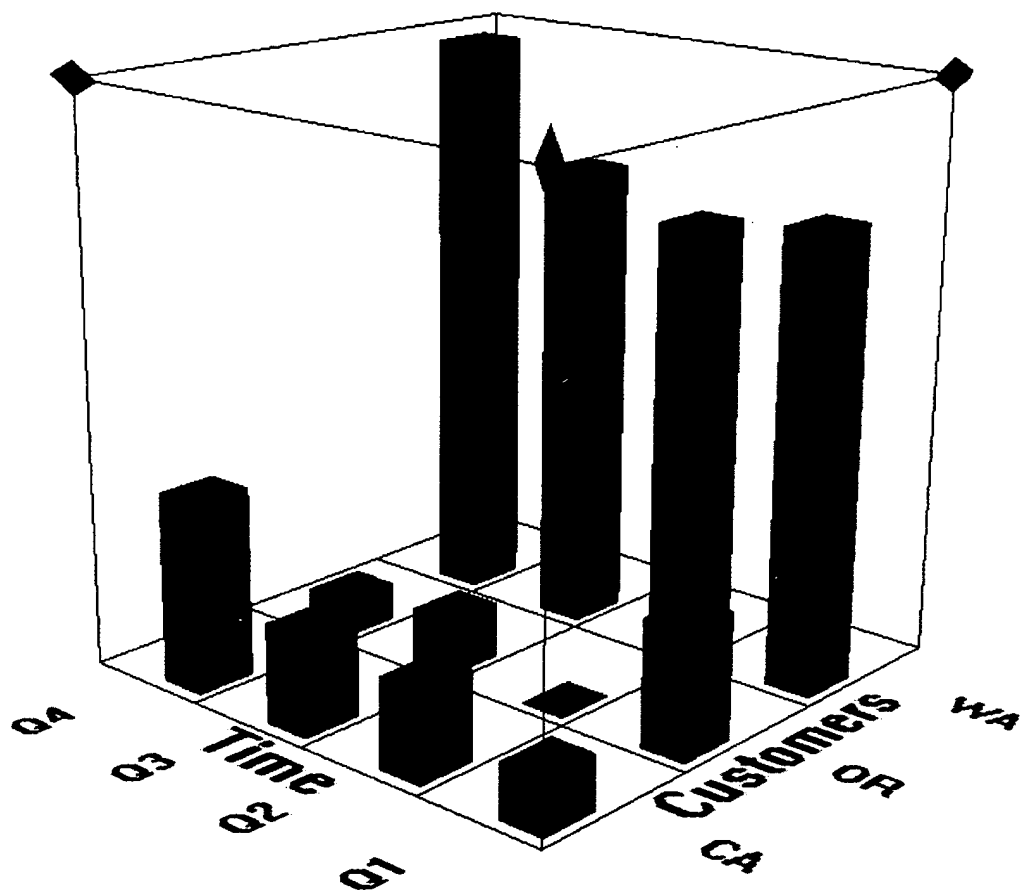


Figure 42



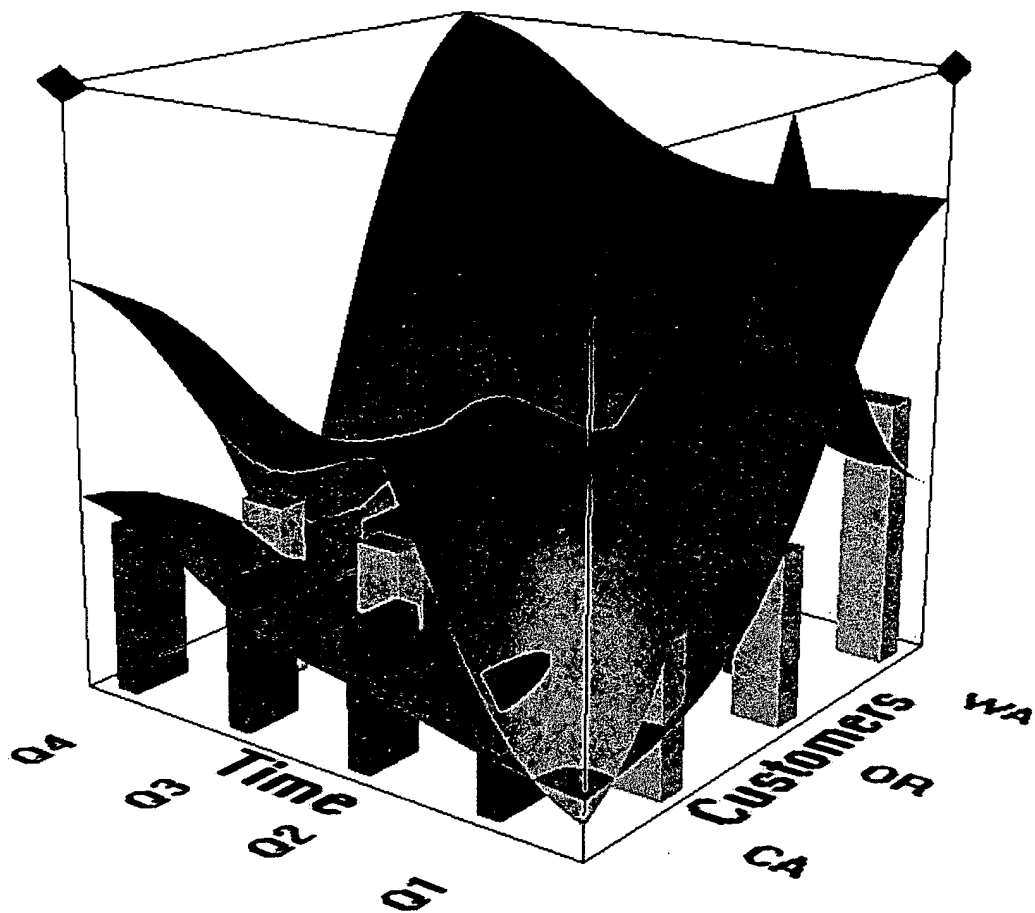


Figure 43



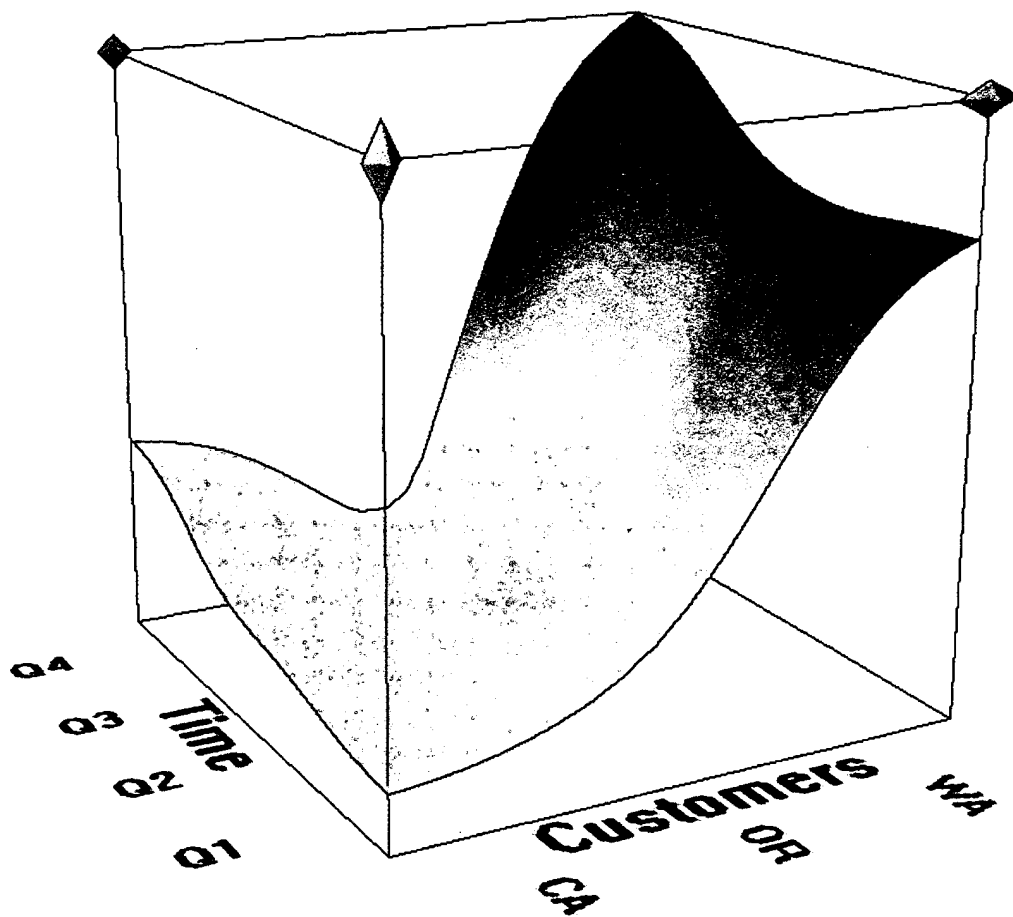


Figure 44a



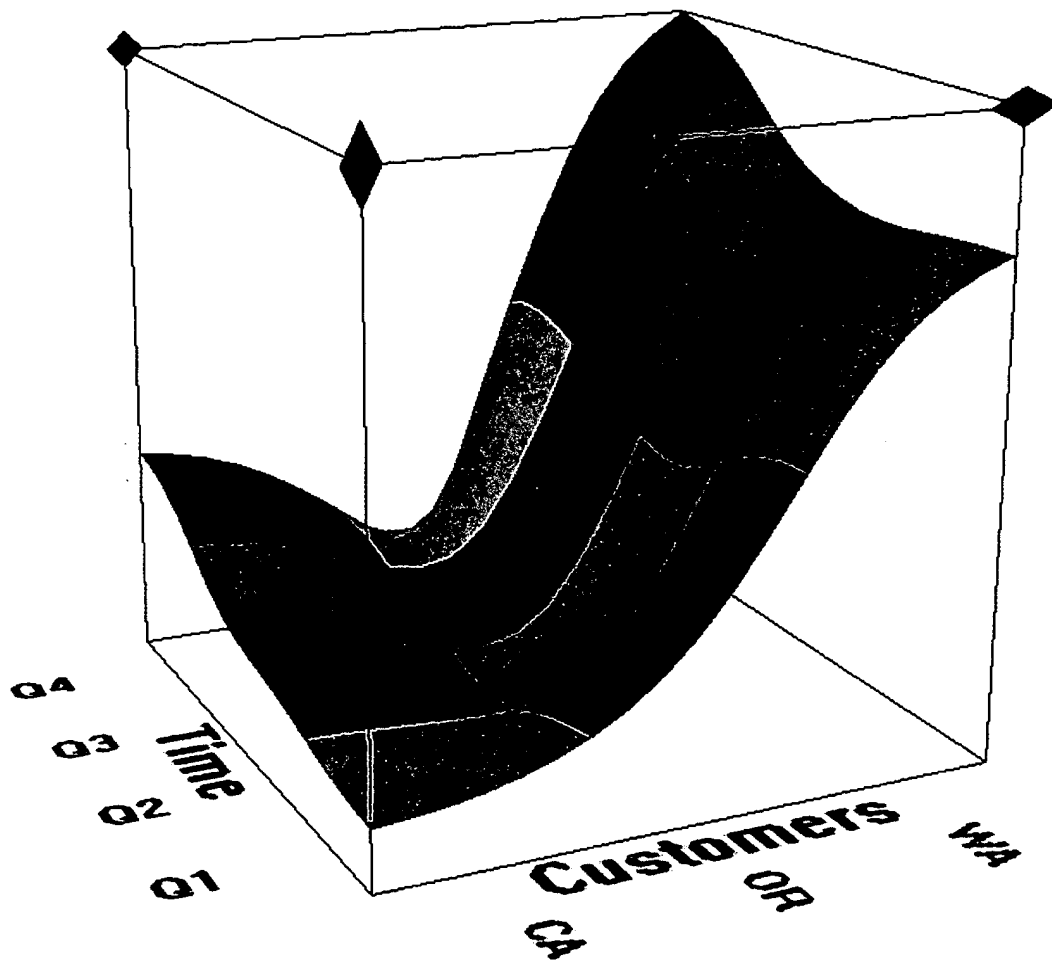
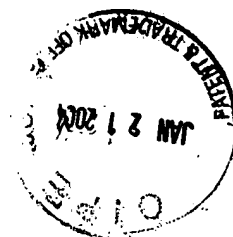


Figure 44b



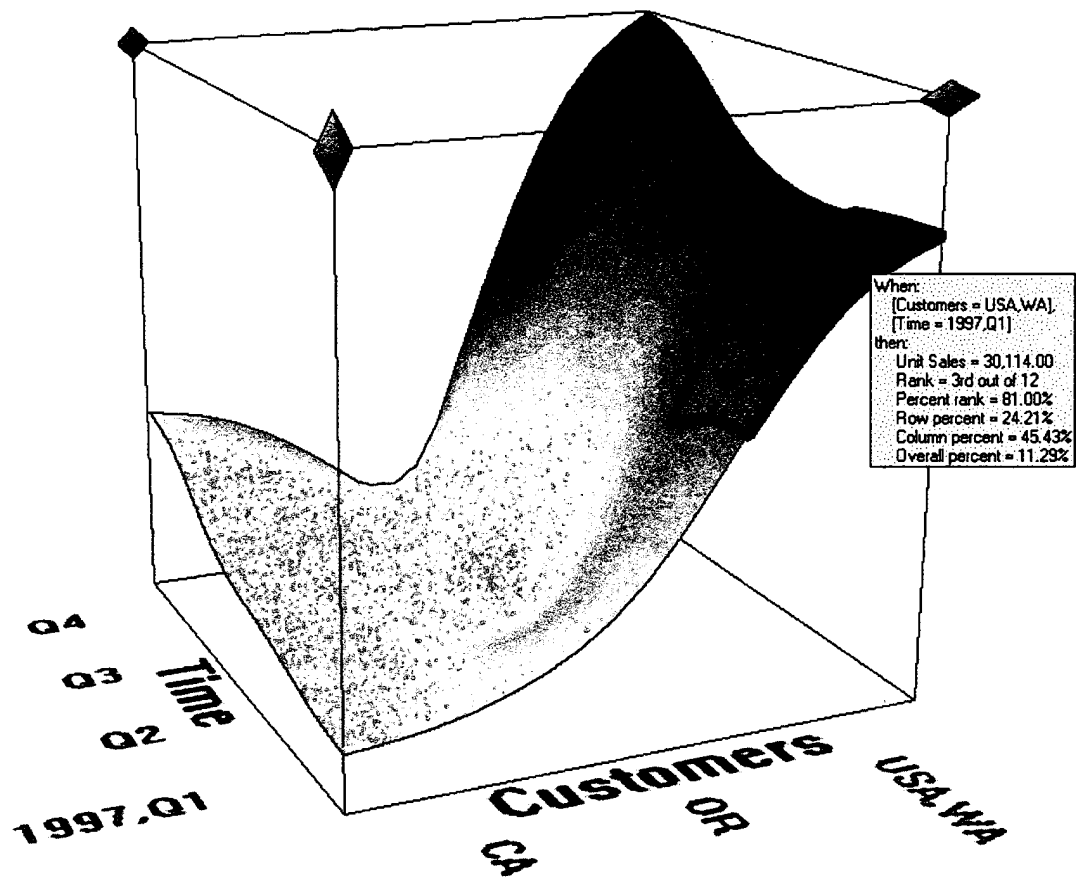


Figure 44c

